



OCT. 26-NOV. 1, 1987

[illegible]

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.







# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				OCT. 26-NOV. 1, 1987																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
									PERS		WOMEN	LOH 18-49 W/CH	(2+)	18+	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	OCT. 26 - NOV. 1, 1987			
DAY	TIME	DUR	NET	OF	NO.	AVG.	SH	AVG.	TOTAL		WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN									
	#STMS	CVG%	TYPE	T/C		AUD. %	%	AUD. 0,000	PERS	WOMEN	18-49																							
													(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11		
EVENING CONT'D																																		
L.A. LAW-CONT'D																																		
	10.00 - 10.30					A	21.5	34	1905	1531	343	283	92	800	322	521	482	350	222	591	220	390	388	297	150	72	39	69	33A					
	10.30 - 11.00					A	20.4	35	1807	1531	352	286	89	805	311	518	486	367	225	609	219	396	397	312	162	63	32A	54	25A					
LAW & HARRY MCGRAW																																		
TUE	10.00P	60				A	10.1	19	895	1472	218	129	59A	774	117	279	329	394	422	577	95	221	228	314	328	42A	12V	79	48A					
	208	99				B	11.3	20	999	1471	277	178	54	803	167	334	361	409	397	546	127	248	241	293	262	51	26A	71	43					
	10.00 - 10.30					A	10.3	18	913	1471	277	178	54	803	167	334	361	409	397	546	127	248	241	293	262	51	26A	71	43					
	10.30 - 11.00					A	10.0	19	886	1441	215	127	51A	772	123	284	338	396	413	596	101	228	240	320	338	42A	11V	77	49A					
LEG WORK																																		
SAT	9.00P	60				A	5.2	9	461	1453	279	200	45A	668	176	314	334	332	285	687	111A	287	332	417	331	47A	30V	52A	29V					
	183	91				B	6.4	11	563	1602	296	237	67	776	237	418	404	358	298	620	166	347	349	337	229	59A	26A	147	76					
	9.00 - 9.30					C	6.4	11	563	1602	296	237	67	776	237	418	404	358	298	620	166	347	349	337	229	59A	26A	147	76					
	9.30 - 10.00					A	4.6	8	408	1437	268	187	28V	628	160	296	313	314	271	708	105A	277	337	437	351	54A	39V	48A	31V					
MACGYVER																																		
MON	8.00P	60				A	13.5	21	1196	1612	226	158	50A	688	171	291	293	326	345	646	161	296	297	293	294	125	42A	153	95					
	194	94				B	12.5	20	1111	1654	249	187	59	720	190	354	331	359	319	652	210	355	329	302	243	119	54	164	90					
						C	12.5	20	1111	1654	249	187	59	720	190	354	331	359	319	652	210	355	329	302	243	119	54	164	90					
8.00 - 8.30																																		
8.30 - 9.00																																		
MAGNUM, P.I.																																		
WED	9.00P	60				A	10.8	17	957	1697	269	201	57A	799	206	398	383	391	367	643	201	326	323	285	272	141	55A	115	68					
	182	91				B	14.6	22	1291	1640	340	269	92	830	255	472	448	406	316	601	208	373	343	300	192	105	46	104	59					
	9.00 - 9.30					C	14.6	22	1291	1640	340	269	92	830	255	472	448	406	316	601	208	373	343	300	192	105	46	104	59					
	9.30 - 10.00					A	10.3	16	913	1709	270	202	52A	809	192	388	380	397	387	650	198	318	320	286	283	138	51A	112	66A					
						A	11.3	17	1001	1686	268	199	61A	789	218	406	386	385	348	636	204	333	326	284	262	144	60A	117	69					
MAMA'S BOY SPEC.(S)																																		
SAT	8.30P	30				A	13.5	25	1196	1592	255	179	37A	890	148	313	312	389	528	503	97	208	223	244	261	79	46A	119	72					
	196	98																																
MARRIED...WITH CHILDREN																																		
SUN	8.30P	30				A	4.0	6	354	1974	363	304	90A	632	345	499	362	275	86A	712	370	566	461	325	100A	277	161A	353	173A					
	117	86				B	3.9	6	341	1989	335	271	85A	679	384	535	382	262	93A	725	403	595	464	305	92A	241	110A	344	190					
						C	3.9	6	341	1989	335	271	85A	679	384	535	382	262	93A	725	403	595	464	305	92A	241	110A	344	190					
MATLOCK																																		
TUE	8.00P	60				A	17.9	27	1586	1618	238	129	42	898	113	279	343	448	537	599	98	208	230	286	343	52	29A	68	38A					
	206	99				B	17.3	27	1533	1607	250	157	58	883	143	306	346	437	500	569	116	231	235	277	300	62	31	93	46					
	8.00 - 8.30					C	17.3	27	1533	1607	250	157	58	883	143	306	346	437	500	569	116	231	235	277	300	62	31	93	46					
	8.30 - 9.00					A	17.5	26	1551	1615	226	126	40A	885	112	276	334	432	534	604	102	210	229	277	349	51	27A	74	40A					
						A	18.3	27	1621	1621	249	133	44	910	113	283	352	463	541	595	94	207	231	294	338	53	31A	63	35A					
MIAMI VICE																																		
FRI	9.00P	60				A	13.9	23	1232	1875	318	252	100	761	305	505	462	336	214	690	306	450	427	305	186	110	50A	314	210					
	211	99				B	14.7	25	1304	1769	329	271	96	767	306	514	459	349	218	654	277	442	426	297	165	123	64	225	131					
						C	14.7	25	1304	1769	329	271	96	767	306	514	459	349	218	654	277	442	426	297	165	123	64	225	131					
CONT'D																																		

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO.	K E Y	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18-49	LOH 18-49 W/CH	W O M E N					M E N					T E E N S		C H I L D R E N								
#STNS	CVG%	TYPE	T/C									18-49	18-49	18-49	25-34	35-44	45-54	55-64	TOTAL	18-49	18-49	25-34	35-44	45-54	55-64	TOTAL	12-17	18-24	2-6	7-11		
OCT. 26 - NOV. 1, 1987																																
EVENING CONT'D																																
MIAMI VICE-CONT'D																																
9.00 - 9.30																																
9.30 - 10.00																																
MR. BELVEDERE																																
FRI 9.00P 30 ABC 1																																
207 98 CS 1																																
MR. PRESIDENT																																
SAT 8.00P 30 FOX 2																																
111 85 CS 2																																
MOONLIGHTING(R)																																
TUE 9.00P 60 ABC 4																																
218 99 PD 4																																
9.00 - 9.30																																
9.30 - 10.00																																
MURDER, SHE WROTE																																
SUN 8.18P 60 CBS 7																																
210 99 SM 7																																
8.00 - 8.30																																
8.30 - 9.00																																
9.00 - 9.30																																
MY SISTER SAM																																
SAT 8.00P 30 CBS 5																																
187 92 CS 5																																
MY TWO DAD'S																																
SUN 8.30P 30 NBC 6																																
203 99 CS 6																																
NBC MONDAY NIGHT MOVIES																																
MON 9.00P 120 NBC 6																																
193 93 FF 6																																
DEEP DARK SECRETS																																
9.00 - 9.30																																
9.30 - 10.00																																
10.00 - 10.30																																
10.30 - 11.00																																
NBC SUNDAY NIGHT MOVIE																																
SUN 9.00P 120 NBC 5																																
200 99 FF 5																																
CONT'D																																

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME											K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
										PERS			WOMEN	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
										#STNS		CVG%	TYPE	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON A



## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN									
									PERS			WOMEN	18- 49	18- 25- 35- 55+	18- 49	25- 35- 55+	18- 49	25- 35- 55+	12- 17	FEM. 12- 17	TOT. 2- 6-	TOT. 11 11											
#STNS									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT.	FEM.	TOT.	TOT.					
EVENING CONT'D																																	
OLYMPIC DIARY-WED-CONT'D																																	
217	99	SC	5	C	15.0	27	1333		1526	348	288	85	879	300	504	461	369	329	431	172	264	242	182	136	98	60	118	83					
OLYMPIC DIARY-THU																																	
10.38P	1	ABC	6	A	12.4	21	1099		1536	262	192	50A	675	161	339	345	357	294	674	201	364	367	330	244	82	19A	105	61					
208	99	SC	6	B	11.2	19	988		1630	273	217	85	700	248	437	399	343	219	634	246	427	377	296	165	141	71	155	105					
OLYMPIC DIARY-FRI																																	
10.51P	1	ABC	7	A	11.3	22	1001		1601	282	209	60A	781	179	420	429	428	293	609	160	321	350	302	217	90	25A	121	72					
217	99	SC	7	B	12.6	24	1116		1591	292	221	91	820	241	460	443	403	302	611	182	367	376	306	190	78	36	83	51					
OLYMPIC DIARY-SAT																																	
10.38P	1	ABC	6	A	8.6	17	762		1502	356	286	80A	851	253	463	482	400	308	466	208	290	304	206	123	101	101	84	66A					
205	97	SC	6	B	8.9	17	784		1539	327	254	85	803	243	427	431	388	309	480	178	277	266	223	162	110	74	146	91					
OLYMPIC DIARY-SUN																																	
6.58P	1	ABC	8	A	6.3	11	558		1562	213	148	37A	720	120	294	290	352	384	559	102A	237	248	283	285	67A	9V	216	123					
168	87	SC	8	B	6.6	13	588		1561	231	176	47A	719	164	319	319	328	357	606	164	305	297	280	256	85	44A	151	94					
OLYMPIC DIARY-SUN 1																																	
10.44P	1	ABC	5	A	9.4	16	833		1536	286	207	96	782	188	373	415	403	308	647	137	345	323	391	250	74A	31A	34A	28A					
				B	11.9	21	1056		1687	352	271	107	849	227	479	489	463	294	622	173	377	379	352	188	105	50	111	76					
OUR HOUSE																																	
216	99	SC	5	C	11.9	21	1056		1687	352	271	107	849	227	479	489	463	294	622	173	377	379	352	188	105	50	111	76					
PERFECT STRANGERS																																	
8.00P	30	ABC	5	A	13.2	20	1170		1692	292	257	94	763	321	504	447	285	218	451	187	296	275	186	124	204	103	274	166					
192	94	CS	5	B	15.7	26	1391		1646	325	269	97	762	333	490	423	279	224	440	213	321	277	173	94	184	101	261	166					
PRESIDENTIAL PORTRAIT																																	
9.58P	1	CBS	15	A	11.9	19	1050		1560	301	215	72	844	240	406	406	375	369	563	147	276	275	285	254	81	34A	72	56					
209	99	DO	15	B	13.2	21	1167		1545	339	255	82	854	262	461	444	397	326	520	171	300	285	257	186	81	41	90	56					
PURSUIT OF HAPPINESS																																	
9.30P	30	ABC	1	A	10.5	18	930		1624	256	190	56A	788	202	412	398	388	315	483	125	245	243	254	187	127	66A	226	141					
207	98	CS	1	B	10.5	18	930		1624	256	190	56A	788	202	412	398	388	315	483	125	245	243	254	187	127	66A	226	141					
ST. ELSEWHERE																																	
10.00P	60	NBC	5	A	13.4	24	1187		1557	302	239	115	845	287	539	560	439	226	551	226	380	358	261	138	80	58	81	64					
204	99	GD	5	B	13.9	24	1232		1514	332	269	120	853	330	543	523	394	246	497	208	338	321	222	132	85	55	79	47					
10.00 - 10.30				C	13.9	24	1232		1514	332	269	120	853	330	543	523	394	246	497	208	338	321	222	132	85	55	79	47					
10.30 - 11.00				A	13.1	23	1161		1573	297	234	117	850	287	538	555	430	235	543	213	369	354	264	139	82	60	98	77					
60 MINUTES																																	
CONT'D																																	
				A	21.4	33	1896		1522	255	164	38	704	117	261	270	333	387	721	156	353	370	373	308	42	14A	55	28A					

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				OCT. 26-NOV. 1, 1987			
DAY	TIME	DUR	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN												
									PERS			WOMEN	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.												
#STNS									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	11								
EVENING CONT'D																																				
60 MINUTES-CONT'D																																				
SUN	7.18P	60		CBS	7	B	20.3	34	1799	1558	299	205	49	772	156	314	324	358	397	695	169	337	349	345	300	37	15A	54	29							
	210	98		DN	7	C	20.3	34	1799	1558	299	205	49	772	156	314	324	358	397	695	169	337	349	345	300	37	15A	54	29							
	7.00 - 7.30					A	18.7	30	1657	1511	227	146	35A	639	108	234	242	288	356	753	180	388	405	385	305	53	13A	66	32A							
	7.30 - 8.00					A	20.8	32	1843	1512	248	160	37	684	119	252	259	313	377	739	157	365	383	387	310	38	12A	51	25A							
	8.00 - 8.30					A	24.4	36	2162	1529	275	178	39	759	119	284	297	384	415	675	141	315	331	343	303	41	18A	54	30							
SLAP MAXWELL																																				
WED	9.30P	30		ABC	5	A	9.9	15	877	1523	282	227	87	762	295	444	437	304	259	509	206	357	330	229	139	80	40A	171	94							
	194	94		CS	5	B	14.4	23	1279	1597	322	262	91	803	302	496	471	353	251	523	218	360	324	238	134	117	61	154	94							
						C	14.4	23	1279	1597	322	262	91	803	302	496	471	353	251	523	218	360	324	238	134	117	61	154	94							
SLEDGE HAMMER																																				
THU	8.00P	30		ABC	6	A	7.9	12	700	1608	215	156	60A	661	157	323	318	330	296	560	133	282	287	316	229	84A	27A	303	204							
	208	98		CS	6	B	8.1	13	721	1620	237	184	72	672	216	346	329	295	277	574	202	343	302	270	193	117	50	258	178							
						C	8.1	13	721	1620	237	184	72	672	216	346	329	295	277	574	202	343	302	270	193	117	50	258	178							
SPENSER: FOR HIRE																																				
SUN	8.00P	60		ABC	4	A	10.2	15	904	1696	312	241	91	721	227	388	376	333	279	660	218	429	384	362	214	76	46A	239	133							
	211	99		PD	4	B	10.8	16	952	1754	323	261	103	751	246	442	414	358	259	661	230	428	382	338	201	112	56	229	127							
	8.00 - 8.30					C	10.8	16	952	1754	323	261	103	751	246	442	414	358	259	661	230	428	382	338	201	112	56	229	127							
						A	9.3	14	824	1718	319	243	89	724	227	388	380	337	281	641	194	410	381	372	211	77	44A	276	156							
8.30 - 9.00																																				
SPORTSBREAK-SAT																																				
SAT	9.58P	1		CBS	6	A	6.8	13	602	1466	350	287	65A	747	227	412	402	340	280	639	152	343	388	329	235	35A	17V	45A	22V							
	206	98		SN	6	B	8.0	15	707	1607	305	231	68	789	215	391	404	360	331	623	171	341	369	333	226	71	27A	125	74							
						C	8.0	15	707	1607	305	231	68	789	215	391	404	360	331	623	171	341	369	333	226	71	27A	125	74							
SPORTSBREAK-SUN																																				
SUN	10.18P	1		CBS	6	A	19.3	32	1710	1658	331	243	60	858	246	461	449	426	317	687	210	396	352	356	239	49	18A	64	24A							
	210	99		SN	6	B	15.9	25	1410	1611	359	262	73	891	239	465	457	440	351	567	165	307	290	291	220	69	33	84	50							
						C	15.9	25	1410	1611	359	262	73	891	239	465	457	440	351	567	165	307	290	291	220	69	33	84	50							
STORYTELLER(S)																																				
MON	8.30P	30		NBC		A	11.6	17	1028	1880	345	305	85	752	355	598	522	330	102	516	245	427	383	255	49A	218	93	394	247							
	200	97		GD																																
FEARNOT																																				
THIRTYSOMETHING																																				
TUE	10.00P	60		ABC	4	A	14.9	27	1320	1542	334	302	125	805	442	625	524	282	146	479	262	368	340	169	82	158	90	100	48A							
	213	99		GD	4	B	15.2	27	1347	1554	376	334	146	831	439	637	551	307	154	468	249	369	324	181	76	129	71	125	72							
	10.00 - 10.30					C	15.2	27	1347	1554	376	334	146	831	439	637	551	307	154	468	249	369	324	181	76	129	71	125	72							
	10.30 - 11.00					A	15.7	28	1391	1533	338	305	118	793	439	614	509	276	145	475	265	372	334	166	78	162	92	103	47							
						A	14.2	27	1258	1541	326	296	132	812	443	632	536	286	146	480	256	361	344	172	85	153	87	97	49A							
TOP FLIGHT(S)																																				
TUE	8.00P	60		CBS		A	8.6	13	762	1604	313	226	63A	638	207	356	374	304	218	743	246	450	435	386	243	74A	11V	149	98							
	208	99		GD																																
	8.00 - 8.30					A	9.0	14	797	1622	311	227	66A	654	215	362	371	294	234	734	243	441	427	374	245	74A	10V	161	109							
	8.30 - 9.00					A	8.1	12	718	1603	320	228	61A	628	201	354	382	319	203	762	253	465	448	405	245	75A	12V	138	87A							

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# 30 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
DAY	TIME	DUR	NET #STNS CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN							
									PERS			WOMEN	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-	
										(2+)	18+	49	<3		34	49	54	64	55+		34	49	54	64	55+	17	17	11	11		
EVENING CONT'D																															
TOUR OF DUTY																															
THU	8.00P	60	CBS	5	A	10.8	16	957	1742	276	238	46A	676	185	414	384	350	228	779	245	495	478	417	231	175	76	112	75			
	208	98	GD	5	B	10.8	17	959	1639	259	203	61	662	192	391	371	336	234	719	252	486	456	370	193	134	51	123	75			
	8.00 - 8.30				C	10.8	17	959	1639	259	203	61	662	192	391	371	336	234	719	252	486	456	370	193	134	51	123	75			
	8.30 - 9.00				A	10.2	15	904	1750	277	240	46A	684	187	422	377	349	234	776	264	499	462	396	228	173	74	117	76			
					A	11.3	17	1001	1751	277	238	46A	675	186	412	394	354	225	789	231	495	497	440	236	178	78	109	75			
TRACEY ULLMAN SHOW																															
SUN	9.00P	30	FOX	6	A	2.9	4	257	1726	345	282	50V	640	343	481	412	273	125A	600	277	453	335	288	101A	219A	135A	268	166A			
	116	86	CS	6	B	3.2	5	279	1672	341	291	75A	632	355	493	425	241	98A	606	319	500	398	252	86A	225	134	209	138			
					C	3.2	5	279	1672	341	291	75A	632	355	493	425	241	98A	606	319	500	398	252	86A	225	134	209	138			
20/20																															
FRI	10.00P	60	ABC	7	A	12.6	23	1116	1607	270	201	70	781	194	417	423	408	296	612	158	326	349	318	216	89	30A	125	83			
	217	99	DN	7	B	12.5	24	1109	1597	279	213	93	803	244	451	436	387	294	615	191	370	380	303	188	83	38	96	61			
	10.00 - 10.30				C	12.5	24	1109	1597	279	213	93	803	244	451	436	387	294	615	191	370	380	303	188	83	38	96	61			
	10.30 - 11.00				A	13.4	24	1187	1625	263	195	81	789	211	425	426	399	298	608	159	324	345	319	213	96	34A	132	92			
					A	11.8	23	1045	1587	279	208	59A	772	176	408	420	418	294	617	156	328	354	317	220	81	25A	117	73			
21 JUMP STREET																															
SUN	7.00P	60	FOX	7	A	6.1	10	540	1852	363	319	70A	646	312	500	391	279	111A	639	366	505	391	222	103A	331	222	236	120			
	117	86	OP	7	B	5.5	9	485	1728	374	325	83	715	339	540	434	308	131	540	309	430	321	197	87	269	148	204	117			
					C	5.5	9	485	1728	374	325	83	715	339	540	434	308	131	540	309	430	321	197	87	269	148	204	117			
7.00 - 7.30																															
	7.30 - 8.00				A	5.9	10	523	1852	356	310	68A	656	319	505	398	279	116A	611	357	487	379	210	97A	343	239	239	132			
					A	6.3	10	558	1852	369	327	71A	636	306	495	383	278	107A	663	374	523	402	234	109A	320	205	232	109A			
227 SAT																															
	8.00P	30	NBC	5	A	13.4	25	1187	1628	260	181	19A	877	150	308	304	389	516	533	109	229	243	264	264	81	41A	136	85			
	195	98	CS	5	B	16.5	30	1460	1676	313	241	56	888	242	427	395	369	412	447	131	232	224	201	187	131	83	210	142			
					C	16.5	30	1460	1676	313	241	56	888	242	427	395	369	412	447	131	232	224	201	187	131	83	210	142			
WEREWOLF																															
SUN	8.00P	30	FOX	2	A	4.2	6	372	1974	321	281	87A	577	303	484	381	266	41V	675	329	532	435	324	99A	359	235	362	166A			
	117	86	SM	2	B	4.4	6	385	1992	351	301	94A	681	362	569	435	291	61A	672	355	551	450	297	83A	324	163	316	157			
					C	4.4	6	385	1992	351	301	94A	681	362	569	435	291	61A	672	355	551	450	297	83A	324	163	316	157			
WEREWOLF-SPECIAL(S)																															
SAT	9.00P	30	FOX		A	2.7	5	239	1867	414	397	68V	775	277	595	558	441	122A	621	257A	503	472	316	97A	216A	102A	256A	157A			
	111	85	SM																												
WEST 57TH																															
SAT	10.00P	60	CBS	5	A	7.5	15	665	1502	325	271	70A	760	222	412	425	352	288	647	184	369	410	314	229	41A	32A	55A	25V			
	203	99	DN	5	B	6.6	13	588	1552	305	242	82	764	249	421	407	337	283	608	185	369	386	309	198	80	37A	99	53A			
	10.00 - 10.30				C	6.6	13	588	1552	305	242	82	764	249	421	407	337	283	608	185	369	386	309	198	80	37A	99	53A			
	10.30 - 11.00				A	7.7	15	682	1483	327	278	70A	749	213	407	419	344	285	645	194	373	408	302	228	41A	32A	47A	24V			
					A	7.4	15	656	1503	318	259	69A	761	228	411	425	356	286	640	172	359	407	323	227	39A	31A	62A	25A			
WHO'S THE BOSS?																															
TUE	8.00P	30	ABC	5	A	23.7	36	2100	1774	341	293	99	777	360	541	444	286	202	486	237	351	299	198	99	222	125	289	189			
	220	99	CS	5	B	23.1	37	2048	1753	360	312	110	771	351	537	454	295	191	456	235	344	284	180	85	219	124	307	197			
					C	23.1	37	2048	1753	360	312	110	771	351	537	454	295	191	456	235	344	284	180	85	219	124	307	197			
WISEGUY																															
THU	9.00P	60	CBS	6	A	10.7	16	948	1611	303	217	69	846	230	406	410	380	372	597	156	296	308	312	265	88	43A	80	56A			
					B	11.9	19	1056	1599	307	225	72	802	235	427	420	378	312	602	197	359	347	309	208	92	41	103	62			
CONT'D																															

32 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET #STMS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN								
											PERS (2+)	18+		49	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	12-	FEM. 12-	2-	TOT. 6-						
EVENING CONT'D																																		
WISEGUY-CONT'D																																		
	209	99	OP			6	C	11.9	19	1056	1599	307	225	72	802	235	427	420	378	312	602	197	359	347	309	208	92	41	103	62				
	9.00 - 9.30						A	10.2	16	904	1645	289	205	65^	839	210	389	402	385	379	615	147	292	306	328	285	97	46^	94	65^				
	9.30 - 10.00						A	11.2	17	992	1581	316	228	73	853	248	422	418	376	365	580	163	300	310	297	246	80	39^	67	48^				
WOMEN IN PRISON																																		
SAT	8.30P	30	FOX			2	A	2.6	5	230	1630	233^	204^	84^	674	204^	415	398	365	208^	538	162^	342	352	320	178^	213^	139^	205^	128^				
	112	85	CS			2	B	2.6	5	226	1544	260	214	59^	588	213	355	347	322	171^	538	192^	367	345	285	150^	163^	98^	255	171^				
							C	2.6	5	226	1544	260	214	59^	588	213	355	347	322	171^	538	192^	367	345	285	150^	163^	98^	255	171^				



# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR	NET	NO. OF T/C	#STNS	CVG%	TYPE	T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	WORKING WOMEN		W O M E N					M E N					T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
													18- 18+	49	TOTAL	34	49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	FEM. 12- 17	TOT. 12- 17	TOT. 2- 6	MALE 6- 11	FEM. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR	NET #STNS	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)		WORKING WOMEN				W O M E N					M E N					MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
											18- 18+	25- 49	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEEN S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SN %	AVG. AUD. 0,000	TOTAL PERS (2+)		WORKING WOMEN			W O M E N					M E N					MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
											18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49			21- 49	21- 54	25- 54																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## 40

OCT. 26 - NOV. 1, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN			WOMEN					MEN					TEENS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
									18+		18-49	25-54	15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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42 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS	
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL PERS (2+)	WORKING WOMEN				W O M E N						M E N						MALE	FEM.						
												18+	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54			25- 54					
LATE FRINGE CONT'D										A	6.4	20	565	1421	286	243	227	95	758	263	457	418	468	422	87	537	198	349	326	366	326	43^	22^		
TONIGHT SHOW-CONT'D										A	5.0	20	447	1383	283	238	206	112	743	277	434	384	430	382	108	518	214	343	314	352	298	44^	23^		
TOP OF THE POPS										A	2.0	7	177	1442	320^	274^	275^	96^	851	256^	545	475	533	530	48^	423	166^	321^	301^	330^	304^	29^	31^		
FRI 11.30P 60 CBS										B	2.3	8	199	1478	293	241	250	144^	746	288	488	444	487	433	96^	507	247	397	366	399	339	34^	67^		
164 83 GV										C	2.3	8	199	1478	293	241	250	144^	746	288	488	444	487	433	96^	507	247	397	366	399	339	34^	67^		
11.30 - 12.00										A	2.4	7	213	1516	346	274^	276^	89^	871	229^	517	462	529	526	44^	426	147^	306	300	324	289^	44^	44^		
12.00 - 12.30										A	1.6	6	142	1330	281^	275^	273^	107^	819	297^	587	493	539	537	54^	418^	194^	343^	303^	339^	325^	6^	11^		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			OCT. 26-NOV. 1, 1987					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH	WORKING		W O M E N					M E N					T E E N S		C H I L D R E N															
								18-49 W/CH	18- 49		18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	12- 17	12- 17	2- 6	2- 6	TOTAL													
MON-FRI EARLY MORNING										A	1.6	15	140	98^	224^	202^	637	187^	384	334	331	234^	517	160^	271	306	260	199^	23v	21v	12v	24v	20v					
ABC WORLD NEWS-MORN-615A										B	1.4	15	121	71^	282	249	617	163^	406	395	387	184^	506	166^	309	321	281	160^	15v	33v	15v	24v	20v					
MON-FRI 6.15A										C	1.4	15	121	71^	282	249	617	163^	406	395	387	184^	506	166^	309	321	281	160^	15v	33v	15v	23v	16v					
ABC WORLD NEWS-MORN-645A										A	2.6	16	234	64^	218	189	611	166	379	376	310	200	485	150	249	277	258	168	22v	21v	16v	24v	18v					
MON-FRI 6.45A										B	2.2	16	191	61^	273	223	604	152	404	418	366	157	482	146	254	267	271	176	30v	38^	17v	25v	24v					
181 92 N 25										C	2.2	16	191	61^	273	223	604	152	404	418	366	157	482	146	254	267	271	176	30v	38^	17v	25v	24v					
BEFORE HOURS										A	0.7	9	64	29v	275^	241^	588	156^	340^	380^	323^	172^	334^	129v	182^	169^	138^	112v	<<	16v	14v	<<	<<					
MON-FRI 6.15A										B	0.7	9	59	59v	334^	305^	672	200^	420^	416^	324^	206^	382^	166^	218^	198^	114^	139^	27v	19v	15v	<<	<<					
143 84 N 25										C	0.7	9	59	59v	334^	305^	672	200^	420^	416^	324^	206^	382^	166^	218^	198^	114^	139^	27v	19v	15v	<<	<<					
CBS MORNING NEWS-6:30AM										A	1.3	11	117	50v	326	171^	631	122^	273^	328	361	278^	393	128^	183^	187^	209^	187^	12v	12v	45v	24v	45v					
MON-FRI 6.30A										B	1.1	11	99	31v	309	152^	648	128^	272	316	366	301	345	103^	152^	149^	185^	182^	15v	16v	39v	32v	52v					
146 88 N 30										C	1.1	11	99	31v	309	152^	648	128^	272	316	366	301	345	103^	152^	149^	185^	182^	15v	16v	39v	32v	52v					
CBS MORNING NEWS-7:00AM										A	2.4	12	213	60^	284	208	671	193	334	364	295	256	417	127^	209	203	209	192	18v	10v	42^	35v	56^					
MON-FRI 7.00A										B	2.0	12	180	37^	252	195	642	198	334	354	275	240	421	123^	212	211	224	187	23v	13v	43^	32v	56^					
200 98 N 30										C	2.0	12	180	37^	252	195	642	198	334	354	275	240	421	123^	212	211	224	187	23v	13v	43^	32v	56^					
GOOD MORNING, AMERICA-730										A	4.8	21	424	68^	212	162	688	125	345	373	375	289	432	80	184	202	235	206	31^	2v	31^	17v	25^					
MON-FRI 7.30A										B	4.5	22	400	59^	236	188	699	147	382	404	383	267	426	99	190	199	211	200	21^	5v	22^	19^	23^					
214 99 N 25										C	4.5	22	400	59^	236	188	699	147	382	404	383	267	426	99	190	199	211	200	21^	5v	22^	19^	23^					
GOOD MORNING, AMERICA-830										A	4.7	22	418	94	183	143	754	144	335	343	378	364	394	63^	154	169	213	203	10v	1v	31^	16v	12v					
MON-FRI 8.30A										B	4.6	23	411	80	202	161	769	153	368	383	397	345	367	73	137	149	174	194	13v	5v	21^	22^	13v					
212 98 N 25										C	4.6	23	411	80	202	161	769	153	368	383	397	345	367	73	137	149	174	194	13v	5v	21^	22^	13v					
MORNING PROGRAM										A	2.4	11	211	48^	223	156^	783	173	300	334	376	402	356	90^	152^	153^	135^	196	9v	11v	33v	53^	55^					
MON-FRI 7.30A										B	2.1	10	182	49^	220	159	759	195	314	337	327	381	376	104^	173	170	154	191	12v	8v	35v	36^	44^					
200 98 N 30										C	2.1	10	182	49^	220	159	759	195	314	337	327	381	376	104^	173	170	154	191	12v	8v	35v	36^	44^					
7.30 - 8.00										A	2.2	10	197	61^	281	218	762	210	340	359	339	347	372	112^	182	182	152^	182	10v	13v	36v	61^	77^					
8.00 - 8.30										A	2.3	11	207	44^	213	149^	782	177	297	331	377	398	360	106^	165	166	126^	187	13v	10v	32v	60^	61^					
8.30 - 9.00										A	2.6	12	229	39^	181	108^	803	137^	269	316	408	452	338	57^	113^	116^	129^	217	4v	9v	32v	39^	30v					
NBC NEWS AT SUNRISE										A	2.2	20	198	38v	340	280	649	181	385	433	354	193	487	104^	205	204	256	249	16v	46^	18v	15v	24v					
MON-FRI 6.00A										B	2.0	21	176	54^	342	288	656	165	408	437	368	198	482	116^	220	230	231	223	23v	50^	14v	10v	18v					
198 98 N 25										C	2.0	21	176	54^	342	288	656	165	408	437	368	198	482	116^	220	230	231	223	23v	50^	14v	10v	18v					
TODAY SHOW-7.30AM										A	4.8	21	422	66^	222	164	702	171	352	377	341	302	480	121	237	223	220	221	7v	8v	36^	32^	35^					
MON-FRI 7.30A										B	4.5	22	398	60^	227	163	682	154	339	363	347	294	490	121	237	226	220	235	17^	14v	23^	22^	23^					
205 99 N 25										C	4.5	22	398	60^	227	163	682	154	339	363	347	294	490	121	237	226	220	235	17^	14v	23^	22^	23^					
TODAY SHOW-8.30AM										A	4.4	20	388	76^	156	135	719	133	350	358	377	347	412	81^	188	182	206	210	2v	2v	25^	21v	15v					
MON-FRI 8.30A										B	4.4	21	391	79	163	131	720	148	335	353	360	343	424	84	189	180	199	226	10v	8v	19^	19^	14v					
205 99 N 25										C	4.4	21	391	79	163	131	720	148	335	353	360	343	424	84	189	180	199	226	10v	8v	19^	19^	14v					

# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	OCT. 26-NOV. 1, 198																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		W O M E N										M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
									18-49		WOMEN	18-49					15-17					18-24					25-34					35-44					TOTAL		55+		MALE FEM. TOT.			MALE FEM. TOT. TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
									W/CH		18-49	15-17	18-24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-17	12-17	15-17	2-6	2-6	2-6	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET #STNS	CVG% TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		W O M E N						M E N		T E E N S			C H I L D R E N											
									18-49 W/CH		18- 49	15- 24	TOTAL	18- 34	18- 49	25- 49	25- 54	35- 64	55+ 65+	TOTAL	55+ 65+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 2- 11	TOT. 6- 11					
MONDAY-FRIDAY DAYTIME CONT'D										A	8.0	27	711	112	235	199	184	855	333	513	373	419	321	296	261	87	25A	88	57	44A	29A	46A	27A
GENERAL HOSPITAL-CONT'D 3.30 - 4.00										A	5.8	20	512	77	159	101	107	869	200	375	290	358	384	425	272	134	9V	29A	25A	22A	32A	34A	21A
GUIDING LIGHT MON-FRI 3.00P 60 CBS 30										B	5.5	19	488	84	166	109	117	893	229	415	320	376	392	422	253	124	10V	31A	26A	34A	39A	43A	30A
207 99 DD 30										C	5.5	19	488	84	166	109	117	893	229	415	320	376	392	422	253	124	10V	31A	26A	34A	39A	43A	30A
3.00 - 3.30										A	5.7	20	505	76	155	96	106	875	193	371	286	356	394	434	274	135	7V	24A	24A	22A	35A	39A	17A
3.30 - 4.00										A	5.8	19	514	79	165	107	110	872	209	382	296	364	379	421	273	133	11V	35A	26A	22A	30A	28A	24A
LOVING MON-FRI 12.30P 30 ABC 25										A	4.0	15	353	137	228	209	141	850	393	567	441	480	316	245	230	60A	18V	22V	33A	90A	31A	98	24V
176 88 DD 25										B	4.2	16	368	155	233	211	152	856	385	581	444	476	338	243	214	63A	16V	30A	25A	74	41A	85	29A
MAIN STREET 2(S) TUE 4.00P 60 NBC CN										C	4.2	16	368	155	233	211	152	856	385	581	444	476	338	243	214	63A	16V	30A	25A	74	41A	85	29A
148 85 CN										A	2.3	6	204	85A	139A	93A	134A	699	283A	369	264A	316	237A	278A	400	134A	53V	126A	67V	60V	89A	64V	86A
4.00 - 4.30										A	2.4	7	213	106A	116A	75V	141A	642	293A	355	243A	285A	208A	245A	344	111A	37V	108A	59V	65V	77V	62V	81A
4.30 - 5.00										A	2.3	6	204	59V	157A	108A	121A	728	261A	368	275A	335	257A	300A	441	153A	67V	141A	72V	52V	98A	63V	87A
MR. BELVEDERE-M-F										A	2.5	11	222	114A	243	218	127A	739	350	520	416	443	294	193	285	42A	23V	38V	30V	123A	57A	144A	35V
MON-FRI 11.30A 30 ABC 39										B	2.6	12	235	123	223	195	134	748	339	511	406	428	292	214	277	53A	11A	35A	41A	107A	62A	11A	47A
138 69 CS 39										C	2.6	12	235	123	223	195	134	748	339	511	406	428	292	214	277	53A	11A	35A	41A	107A	62A	11A	47A
NBC NEWS DIGEST-DAYTIME M-F 2.57P 1 NBC 15										A	4.3	16	384	69A	212	195	153	794	253	455	341	409	374	272	267	94	30A	67	68A	40A	17A	32A	25A
192 96 N 15										B	4.4	16	393	75	205	176	130	814	228	441	343	408	383	308	311	117	27A	56A	53A	21A	27A	28A	20A
										C	4.4	16	393	75	205	176	130	814	228	441	343	408	383	308	311	117	27A	56A	53A	21A	27A	28A	20A
NEW CARD SHARKS MON-FRI 10.30A 30 CBS 30										A	3.3	15	291	92A	133	97A	52A	727	171	307	258	333	337	345	453	269	17V	15V	14V	77A	49A	88A	39A
163 78 QP 30										B	3.1	15	277	87A	128	91A	61A	688	191	317	262	336	323	297	439	256	16V	14V	14V	64A	53A	82A	35A
										C	3.1	15	277	87A	128	91A	61A	688	191	317	262	336	323	297	439	256	16V	14V	14V	64A	53A	82A	35A
NEWSBREAK-11.57 MON-FRI 11.57A 2 CBS 29										A	5.1	23	452	54A	148	108	63A	739	159	287	230	282	296	400	430	235	22A	11V	22A	45A	48A	63A	29A
180 85 N 29										B	5.0	22	445	61	167	123	73	766	187	331	263	315	308	383	395	203	13V	10V	12V	41A	53A	67	28A
										C	5.0	22	445	61	167	123	73	766	187	331	263	315	308	383	395	203	13V	10V	12V	41A	53A	67	28A
NEWSBREAK-3.44 MON 3.42P 1 CBS 30										A	5.1	17	452	74	158	114	106	847	199	350	263	328	354	433	263	127	14V	34A	23A	21A	22A	25A	18V
195 94 N 30										B	4.8	16	425	67	165	113	101	876	214	377	291	350	382	441	249	123	12V	29A	20A	30A	37A	36A	30A
TUE 3.44P 1										C	4.8	16	425	67	165	113	101	876	214	377	291	350	382	441	249	123	12V	29A	20A	30A	37A	36A	30A
WED&FRI 3.41P 1																																	
THU 3.43P 1																																	
ONE LIFE TO LIVE MON-WED 2.00P 60 ABC 25										A	7.6	27	669	132	217	190	152	864	361	540	403	454	347	273	239	91	12V	25A	22A	53	24A	61	16A
215 99 DD 25										B	7.6	28	676	143	233	207	161	887	385	577	435	480	349	265	220	89	14A	32A	27A	49	42	65	26A
THU 2.19P 41										C	7.6	28	676	143	233	207	161	887	385	577	435	480	349	265	220	89	14A	32A	27A	49	42	65	26A
CONT'D																																	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B



PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
DAY	TIME	DUR	NET	NO.	K	AVG.	SH	AVG.	LOH	WORKING	WOMEN						MEN		TEENS			CHILDREN						
#STNS	CVG%	TYPE	T/C	KEY	AUD.	%	0,000	W/CH	18-49	18-49	15-24	18-49	18-49	25-34	25-34	35-44	55+	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.		
MONDAY-FRIDAY DAYTIME CONT'D																												
ONE LIFE TO LIVE-CONT'D																												
FRI	2.21P	39			A	7.3	26	649	140	211	187	154	877	366	551	408	461	357	273	242	91	10v	18v	17v	55	18v	57	15v
	2.00 - 2.30				A	7.7	28	684	126	220	193	150	855	358	533	399	449	340	273	237	91	13v	30v	25v	52	28v	64	16v
	2.30 - 3.00				B	5.2	25	461	78	151	107	88	742	204	332	244	288	272	367	434	234	10v	5v	8v	70v	49v	79	39v
					C	5.0	24	444	79	154	101	81	742	196	322	246	294	294	372	408	224	12v	11v	12v	57v	55v	78	33v
						5.0	24	444	79	154	101	81	742	196	322	246	294	294	372	408	224	12v	11v	12v	57v	55v	78	33v
PRICE IS RIGHT 2																												
MON-FRI	11.30A	30	CBS	30	A	6.4	29	569	62	146	105	80	733	190	308	231	278	264	378	450	251	20v	5v	16v	55v	47v	73	29v
	2.07	96	AP	29	B	6.2	28	553	65	159	110	78	742	188	314	242	292	292	378	426	234	14v	10v	14v	52	51	74	29v
					C	6.2	28	553	65	159	110	78	742	188	314	242	292	292	378	426	234	14v	10v	14v	52	51	74	29v
RYAN'S HOPE																												
MON-FRI	12.00N	30	ABC	25	A	2.8	11	245	140	252	241	115v	850	421	623	518	554	313	191	210	47v	35v	20v	33v	79v	30v	83v	26v
	1.67	81	DD	25	B	2.9	12	260	151	243	230	129	858	422	615	501	545	330	199	217	50v	32v	33v	35v	84v	41v	93v	32v
					C	2.9	12	260	151	243	230	129	858	422	615	501	545	330	199	217	50v	32v	33v	35v	84v	41v	93v	32v
SALE OF THE CENTURY																												
MON-FRI	10.00A	30	NBC	25	A	2.8	13	246	93v	124v	92v	47v	771	177	322	279	316	272	411	397	208	5v	8v	8v	42v	54v	55v	42v
	1.43	73	QG	25	B	2.7	1																					

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM AUDIENCE ESTIMATES (Alpha)										OCT. 26-NOV. 1, 198																		
PROGRAM NAME				K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET		NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH	WORKING WOMEN 18-49	WOMEN						MEN		TEENS			CHILDREN						
#STNS	CVG%	TYPE								15-24	18-34	18-49	25-34	25-34	35-44	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 12-17	MALE 2-11	FEM. 2-11	TOT. 2-11	TOT. 2-11				
MONDAY-FRIDAY DAYTIME CONT'D																												
WIN, LOSE OR DRAW-CONT'D																												
MON-FRI	11.30A	30	NBC	38	B	3.5	16	306	112	151	128	97	819	230	417	334	387	339	349	302	130	18v	27^	28^	43^	63^	76^	30^
	186	88	QG	38	C	3.5	16	306	112	151	128	97	819	230	417	334	387	339	349	302	130	18v	27^	28^	43^	63^	76^	30^
YOUNG AND THE RESTLESS																												
MON-FRI	12.30P	60	CBS	30	A	7.4	29	656	96	188	143	120	845	249	416	310	372	355	366	289	132	14^	19^	25^	36^	47^	62	20^
	210	99	DD	30	B	7.4	29	652	93	189	145	117	869	264	444	339	394	363	370	269	129	15^	18^	23^	36^	43	59	20^
	12.30 - 1.00				C	7.4	29	652	93	189	145	117	869	264	444	339	394	363	370	269	129	15^	18^	23^	36^	43	59	20^
	1.00 - 1.30				A	7.1	29	626	102	188	144	117	840	245	413	307	369	354	365	301	140	17^	16^	26^	40^	51^	69	22^
					A	7.7	29	682	92	189	144	123	854	254	422	314	376	359	369	280	125	11v	21^	25^	32^	43^	56	19^

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# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N									
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15- 24	18- 49	15- 24	TOTAL	TOTAL 17	MALE 17	FEM. 17	TOT. 14	TOT. 17	TOTAL 11	MALE 11	FEM. 11	TOT. 5	TOT. 11	MALE 11	FEM. 11	TOT. 8	TOT. 9		
WEEKEND DAYTIME CHILDREN CONT'D																												
GUMMI BEARS-CONT'D																												
	201	98	CA	8	C	3.0	21	268	1310	52^	297	248	47^	194	148	95^	53^	98^	50^	671	363	308	261	410	234	177	218	193
HELLO KITTY					A	2.7	14	239	1279	35^	221^	158^	22^	172^	81^	80^	<<	66^	15^	805	398	407	238^	567	247^	320	338	229^
SAT	8.00A	30	CBS	7	B	2.0	14	181	1265	40^	267	175^	30^	186	88^	61^	26^	60^	28^	724	343	381	238	487	226	260	274	212
	201	96	CA	7	C	2.0	14	181	1265	40^	267	175^	30^	186	88^	61^	26^	60^	28^	724	343	381	238	487	226	260	274	212
I'M TELLING					A	2.2	8	195	1538	137^	436	344	92^	295^	176^	25^	151^	132^	45^	631	284^	347	194^	437	215^	222^	206^	231^
SAT	12.30P	30	NBC	8	B	2.6	9	229	1389	137	372	293	113^	242	239	85^	154	150	89^	535	283	252	178	358	193	164	160	198
	122	68	CA	8	C	2.6	9	229	1389	137	372	293	113^	242	239	85^	154	150	89^	535	283	252	178	358	193	164	160	198
KIDD VIDEO					A	2.7	9	239	1338	132^	325	275	52^	243^	256^	85^	170^	191^	64^	515	270	246^	152^	364	221^	143^	220^	144^
SAT	12.30P	30	CBS	7	B	2.4	9	211	1494	183	409	298	103^	245	298	96^	202	180	118^	542	295	247	229	313	185	127^	179	134^
	140	68	CA	7	C	2.4	9	211	1494	183	409	298	103^	245	298	96^	202	180	118^	542	295	247	229	313	185	127^	179	134^
LITTLE CLOWNS-HAPPYTOWN					A	3.0	13	266	1473	102^	280	239^	70^	241	141^	80^	61^	73^	68^	811	383	428	356	456	232^	223^	223^	233^
SAT	8.30A	30	ABC	6	B	2.7	14	239	1379	84^	275	229	59^	168	129^	58^	72^	73^	56^	807	348	459	305	501	248	253	275	227
	206	99	CA	6	C	2.7	14	239	1379	84^	275	229	59^	168	129^	58^	72^	73^	56^	807	348	459	305	501	248	253	275	227
LITTLE WIZARDS					A	4.6	17	408	1477	129^	398	348	89^	270	213	84^	129^	134^	79^	595	268	327	260	336	172	164	146^	189
SAT	10.00A	30	ABC	5	B	4.4	16	386	1464	97	335	296	96	215	236	121	114	153	82^	678	343	335	304	374	206	169	171	203
	204	96	CA	5	C	4.4	16	386	1464	97	335	296	96	215	236	121	114	153	82^	678	343	335	304	374	206	169	171	203
MIGHTY MOUSE					A	4.5	16	399	1537	76^	322	278	56^	232	137^	49^	88^	92^	45^	845	476	369	371	474	269	205	314	160
SAT	10.30A	30	CBS	7	B	4.1	15	366	1492	64^	288	225	60^	228	137	75^	62^	96	42^	838	503	335	360	478	292	186	280	198
	195	96	CA	7	C	4.1	15	366	1492	64^	288	225	60^	228	137	75^	62^	96	42^	838	503	335	360	478	292	186	280	198
MUPPET BABIES I					A	4.5	19	399	1492	31^	220	175	45^	181	157^	103^	55^	143^	14^	935	462	472	329	606	281	324	342	264
SAT	8.30A	30	CBS	7	B	3.7	19	328	1409	39^	263	195	30^	185	105	62^	43^	81^	24^	856	454	402	326	530	284	246	315	215
	205	97	CA	7	C	3.7	19	328	1409	39^	263	195	30^	185	105	62^	43^	81^	24^	856	454	402	326	530	284	246	315	215
MUPPET BABIES II					A	4.8	18	425	1579	32^	239	182	43^	183	172	103^	68^	154	18^	986	520	466	401	585	281	303	296	288
SAT	9.00A	30	CBS	7	B	4.5	20	397	1475	34^	259	202	39^	195	114	73^	41^	94	20^	907	461	446	367	541	272	268	306	235
	205	97	CA	7	C	4.5	20	397	1475	34^	259	202	39^	195	114	73^	41^	94	20^	907	461	446	367	541	272	268	306	235
MUPPET BABIES III					A	5.1	18	452	1534	55^	262	223	46^	175	126^	55^	70^	102^	24^	972	526	446	390	581	301	281	284	298
SAT	9.30A	30	CBS	7	B	4.8	19	425	1499	48^	264	216	42^	203	122	66^	56^	92	30^	910	492	418	374	536	289	247	305	231
	203	96	CA	7	C	4.8	19	425	1499	48^	264	216	42^	203	122	66^	56^	92	30^	910	492	418	374	536	289	247	305	231
MY PET MONSTER					A	4.4	17	390	1463	79^	286	245	69^	155^	204	106^	98^	139^	65^	818	388	430	314	504	247	257	238	266
SAT	9.00A	30	ABC	6	B	3.7	16	325	1406	71^	242	209	62^	160	174	95^	79^	111	63^	830	411	419	321	509	279	230	244	265
	209	99	CA	6	C	3.7	16	325	1406	71^	242	209	62^	160	174	95^	79^	111	63^	830	411	419	321	509	279	230	244	265
NEW ARCHIES					A	4.1	15	363	1466	162^	351	304	93^	180	271	105^	166^	152^	119^	665	290	375	233	432	198	233	218	214
SAT	11.30A	30	NBC	8	B	4.8	17	422	1482	183	352	304	106	205	279	109	170	152	127	645	325	320	268	377	204	173	181	195
	182	90	CA	8	C	4.8	17	422	1482	183	352	304	106	205	279	109	170	152	127	645	325	320	268	377	204	173	181	195
PEE WEE'S PLAYHOUSE					A	6.2	22	549	1554	87^	271	237	48^	198	173	39^	134	131	42^	912	483	429	373	539	287	252	308	230
SAT	10.00A	30	CBS	7	B	5.9	22	523	1526	69	291	243	52^	237	142	62^	80	97	45^	856	466	391	357	500	270	229	286	213
CONT'D																												



# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
									15-24		TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY					TIME		DUR		NET		NO. OF T/C	TOT. WORK. PERS (NG WOM.	W O M E N				M E N										T E E N S			CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
					#STNS		CVG%		TYPE				AVG. AUD. %	SH %	AVG. AUD. 0,000	18-	25-	18-	18-	18-	21-	21-	25-	25-	35-	TOT. MALE	12-	12-	2-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS		CHD
DAY	TIME	DUR	NET	NO. OF T/C	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM. (2+)	W O M E N				M E N												TOT. MALE	TOT.				
#STNS	CVG%	TYPE							18+	18-	21+	25-	TOTAL	18-24	18-34	18-49	21+	21-49	25-54	25-64	35-55+	12-17	12-17	2-11							
WEEKEND DAYTIME SPORTS CONT'D																															
CBS NFL TODAY-CONT'D																															
202	98	SC		8	C	5.6	18	494	1394	186	454	247	442	249	749	97	308	496	721	469	522	400	452	328	200	78	64	113			
CBS NFL FOOTBALL GAME 1																															
SUN	1.00P	185	CBS	7	A	12.4	31	1099	1549	184	477	263	461	241	837	97	281	509	789	460	531	412	483	420	258	112	80	122			
210	99	SE		7	B	13.0	34	1152	1570	204	497	281	482	259	865	98	325	542	831	508	579	444	515	406	253	98	73	110			
VARIOUS TEAMS AND TIMES																															
1.00 - 1.30					C	13.0	34	1152	1570	204	497	281	482	259	865	98	325	542	831	508	579	444	515	406	253	98	73	110			
1.30 - 2.00					A	10.9	29	966	1516	201	470	259	449	248	837	104	292	531	781	476	547	427	498	422	235	107	85	103			
2.00 - 2.30					A	12.5	32	1108	1509	180	455	248	437	232	831	108	289	518	769	455	526	410	481	418	243	109	79	114			
2.30 - 3.00					A	13.1	33	1161	1528	176	458	257	442	221	845	102	279	509	796	461	534	407	480	435	263	105	71	120			
3.00 - 3.30					A	12.8	32	1134	1533	171	450	246	438	227	852	99	275	501	809	458	534	402	479	434	274	116	82	116			
3.30 - 4.00					A	12.3	30	1090	1585	182	491	274	477	253	833	87	279	497	791	455	529	410	484	404	262	128	88	133			
4.00 - 4.30					A	12.8	30	1134	1621	200	545	295	528	269	828	82	270	494	788	454	520	411	477	407	268	108	81	140			
CBS NFL FOOTBALL GAME 2																															
SUN	4.22P	175	CBS	4	A	11.7	24	1037	1563	187	489	215	474	214	843	58	260	481	810	448	516	423	490	420	295	109	73	122			
197	76	SE		4	B	10.3	23	917	1603	221	522	258	508	274	862	65	273	507	839	484	563	441	521	439	275	114	86	106			
VARIOUS TEAMS AND TIMES																															
4.00 - 4.30					C	10.3	23	917	1603	221	522	258	508	274	862	65	273	507	839	484	563	441	521	439	275	114	86	106			
4.30 - 5.00					A	10.7	25	948	1629	187	487	241	476	262	865	53	246	500	840	475	553	448	526	462	287	150	114	126			
5.00 - 5.30					A	10.7	25	948	1549	190	467	230	457	239	831	53	240	469	801	439	524	416	501	441	277	133	89	119			
5.30 - 6.00					A	11.6	26	1028	1482	169	453	213	442	213	820	54	248	446	786	412	488	392	468	406	298	93	55	116			
6.00 - 6.30					A	11.0	24	975	1529	177	464	203	446	205	839	63	275	466	797	424	493	404	472	402	304	112	74	114			
6.30 - 7.00					A	11.5	22	1019	1617	173	489	208	464	203	883	67	289	528	842	486	543	411	518	440	298	103	75	141			
7.00 - 7.30					A	12.5	23	1108	1608	201	502	205	484	198	856	59	275	509	829	482	539	451	508	414	290	109	72	141			
NEW YORK CITY MARATHON(S)																															
10.30A	180	ABC		A	2.8	9	248	1308	206	593	310	591	312	549	47	169	345	543	340	386	343	240	158	35	12	132					
183	95	SE																													
10.30 - 11.00				A	1.8	6	159	1219	102	584	314	584	297	538	40	127	381	523	366	397	341	372	291	126	44	6	53				
11.00 - 11.30				A	2.3	8	204	1210	92	504	230	504	218	531	34	153	355	513	337	360	322	345	230	152	17	7	157				
11.30 - 12.00				A	2.6	9	230	1293	148	541	279	537	244	563	53	190	372	563	372	421	319	368	252	142	34	21	155				
12.00 - 12.30				A	2.8	9	248	1284	248	605	339	604	341	494	43	184	292	494	292	357	249	314	200	137	38	23	146				
12.30 - 1.00				A	3.6	10	319	1330	265	621	348	621	360	526	57	184	331	526	331	375	274	318	196	152	37	12	145				
1.00 - 1.30				A	3.8	10	337	1382	269	633	312	633	346	600	49	155	347	596	343	393	298	348	278	203	38	4	111				
NFL LIVE																															
SUN	12.30P	30	NBC	8	A	4.6	14	408	1477	235	422	259	397	200	801	121	324	534	769	502	583	413	494	362	186	108	58	145			
193	98	SC		8	B	4.0	13	351	1379	196	439	242	424	209	740	124	334	496	691	447	508	372	434	302	182	83	65	116			
NFL SINGLE																															
CONT'D					C	4.0	13	351	1379	196	439	242	424	209	740	124	334	496	691	447	508	372	434	302	182	83	65	116			
VARIOUS TEAMS AND TIMES																															
4.00 - 4.30					A	14.1	35	1249	1482	229	437	261	427	254	853	101	312	531	816	494	573	431	509	394	243	104	68	98			

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

OCT. 26-NOV. 1, 1987

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

**\$5**

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 26-NOV. 1, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			TOT. WORK- PERS ING		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS TOT. 12- 17		
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	AVG. SH %	AVG. AUD. 0.000	(2+)	18+		W O M E N					M E N												
		#STNS	CVG%	TYPE	T/C						18- 34	18- 49	25- 21+	25- 49	35- 64	35- 55+	TOTAL	18- 34	18- 49	21+ 49	25- 49	25- 54	35- 64	35- 55+				
WEEKEND DAYTIME OTHER																												
BUSINESS WORLD					A	0.7^	2^	62^	1340	369^	714^	199^	351^	714^	344^	386^	364^	321^	554^	188^	335^	469^	250^	250^	318^	349^	151^	<<
SUN	2.30P	30	ABC	5	B	1.5	5	129	1286	188^	587	124^	259	584	237^	256^	271	308	566	144^	323	550	307	278	319	285	202^	60^
	100	64	N	5	C	1.5	5	129	1286	188^	587	124^	259	584	237^	256^	271	308	566	144^	323	550	307	278	319	285	202^	60^
FACE THE NATION					A	2.2	8	195	1427	255^	677	154^	283^	628	226^	255^	262^	366	546	112^	228^	546	228^	216^	272^	218^	263^	38^
SUN	10.30A	30	CBS	6	B	2.5	9	222	1357	229	695	132^	252	681	217	275	278	384	553	115^	235	547	229	205	239	236	284	29^
	121	82	CC	6	C	2.5	9	222	1357	229	695	132^	252	681	217	275	278	384	553	115^	235	547	229	205	239	236	284	29^
HEALTH SHOW					A	1.7	6	151	1267	57^	405^	143^	175^	365^	105^	168^	218^	167^	414^	215^	272^	372^	230^	152^	178^	142^	116^	188^
SAT	12.30P	30	ABC	3	B	1.6	5	139	1233	107^	452	127^	184^	436	136^	245^	229^	159^	372	136^	234^	351	213^	173^	212^	188^	99^	168^
	114	58	N	3	C	1.6	5	139	1233	107^	452	127^	184^	436	136^	245^	229^	159^	372	136^	234^	351	213^	173^	212^	188^	99^	168^
MEET THE PRESS					A	1.8	7	159	1383	116^	600	124^	207^	591	179^	235^	198^	336^	492	199^	241^	448	198^	150^	199^	175^	201^	124^
SUN	9.30A	30	NBC	6	B	1.8	7	157	1336	200^	684	161^	230	672	190^	255	249	389	494	140^	216	473	195^	172^	217	215	233	62^
	138	87	CC	6	C	1.8	7	157	1336	200^	684	161^	230	672	190^	255	249	389	494	140^	216	473	195^	172^	217	215	233	62^
SUNDAY MORNING					A	3.9	15	346	1316	232	667	126^	261	667	228	278	306	356	497	101^	231	497	230	198	256	283	208	23^
SUN	9.00A	90	CBS	6	B	4.3	17	380	1337	228	684	139	254	678	226	292	294	364	544	127	264	543	262	236	284	274	232	22^
	177	96	N	6	C	4.3	17	380	1337	228	684	139	254	678	226	292	294	364	544	127	264	543	262	236	284	274	232	22^
	9.00 - 9.30				A	3.3	14	292	1271	227	648	158^	264	648	226	249	274	361	505	124^	215^	505	215^	173^	222	242	241	15^
	9.30 - 10.00				A	4.2	16	372	1306	226	657	120^	264	657	230	286	316	336	488	101^	236	488	236	208	271	290	188	21^
	10.00 - 10.30				A	4.2	15	372	1361	241	692	106^	254	692	226	291	323	372	501	82^	237	499	236	207	269	308	202	30^
SUNDAY TODAY					A	1.4	7	124	1353	270^	647	259^	309^	637	296^	384^	209^	250^	505^	101^	234^	505^	234^	211^	285^	291^	197^	104^
SUN	8.00A	90	NBC	7	B	1.6	9	139	1362	236^	634	177^	278	629	242	314	283	284	534	149^	280	534	280	250	309	275	195^	53^
	122	88	N	7	C	1.6	9	139	1362	236^	634	177^	278	629	242	314	283	284	534	149^	280	534	280	250	309	275	195^	53^
	8.00 - 8.30				A	1.2	7	106	1281	290^	626	224^	283^	626	280^	359^	224^	263^	464^	74^	171^	464^	171^	171^	248^	270^	216^	115^
	8.30 - 9.00				A	1.3	7	115	1429	337^	749	304^	354^	749	351^	467^	241^	280^	514^	97^	224^	514^	224^	224^	322^	306^	192^	87^
	9.00 - 9.30				A	1.6	7	142	1429	217^	620	264^	312^	593	282^	359^	185^	230^	559	132^	304^	559	304^	245^	301^	313^	199^	117^
THIS WEEK-DAVID BRINKLEY(B)					A	1.5	4	133	1486	247^	827	125^	208^	827	196^	255^	318^	560	521	54^	210^	508	196^	195^	262^	293^	244^	52^
SUN	1.30P	60	ABC		A	1.7	4	151	1390	262^	793	142^	228^	793	213^	267^	326^	512	463	39^	185^	461	184^	182^	244^	263^	215^	46^
	102	70	N		A	1.4	3	124	1496	211^	810	95^	169^	810	162^	224^	287^	579	556	68^	225^	528	196^	196^	266^	308^	262^	56^
	1.30 - 2.00																											
	2.00 - 2.30																											

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.





## A-4 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.27, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	62.4	64.2	64.7	65.2	65.9	66.6	67.3	67.5	64.6	63.5	62.9	61.5	57.5	55.3	53.4	50.9

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
■  
■

WHO'S THE BOSS?	GROWING PAINS	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (PAE)
21,000	22,770	17,100	13,200
23.7	25.7	19.3	20.2 *
36	38	31	32 *
22.3	25.1	21.1	19.3
		18.4	18.2
			15.8
			15.5
			14.3
			14.1

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

TOP FLIGHT	JAKE AND THE FATMAN (PAE)	LAW & HARRY MCGRAW
7,620	10,810	8,950
8.6	9.0 *	12.2 *
13	14 *	19 *
9.4	8.7	12.3
	8.2	12.8
	11.4	12.4
	12.3	10.4
	12.6	10.2
	12.4	10.1
	12.8	9.9

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

MATLOCK	J.J. STARBUCK	CRIME STORY
15,860	11,080	10,900
17.9	17.5 *	12.3 *
27	26 *	20 *
17.3	17.7	12.2
	18.5	12.4
	18.2	12.2
	12.9	12.4
	12.6	12.4
	12.4	12.4
	12.7	12.4
	12.8	11.9

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

16.0	14.5	11.9	11.3	12.8	12.7	11.0	9.0
25	22	18	17	20	20	20	17

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.9	3.3	2.7	2.4	2.8	3.0	2.3	2.0
6	5	4	4	4	5	4	4

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.4	2.8	2.9	2.8	3.3	2.9	2.0	2.0
4	4	4	4	5	5	4	4

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.7	5.5	4.8	4.8	5.3	5.7	5.3	5.0
7	8	7	7	8	9	9	10

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0	3.0	2.9	3.0	4.2	4.0	4.0	3.5
5	5	4	4	7	6	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-6 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.28, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	59.5	60.3	61.2	62.5	63.5	65.4	66.5	66.6	65.7	65.4	65.1	64.1	58.7	56.6	54.5	52.7

ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

PERFECT STRANGERS	HEAD OF THE CLASS	HOOPERMAN	SLAP MAXWELL (PAE)	DYNASTY (PAE)
11,700	11,780	10,900	8,770	12,230
13.2	13.3	12.3	9.9	13.8
20	20	19	15	25
12.8	13.6	13.0	9.8	14.2
				14.0
				13.5
				13.4

CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

OLDEST ROOKIE	MAGNUM, P.I. (PAE)	EQUALIZER
6,910	9,570	11,870
7.8	10.8	13.4
12	17	24
7.8	10.7	14.1
		13.7
		13.3
		12.7

NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

HIGHWAY TO HEAVEN	A YEAR IN THE LIFE	ST. ELSEWHERE
10,810	7,970	11,870
12.2	9.0	13.4
19	14	24
11.0	8.8	13.0
		13.3
		13.7
		13.6

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

18.5	17.3	17.9	18.9	19.8	19.6	12.2	9.2
31	28	28	28	30	30	21	17

SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.8	3.0	3.8	4.2	4.6	4.7	2.4	1.6
6	5	6	6	7	7	4	3

PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1	2.5	2.5	2.2	2.4	2.6	2.9	2.7
4	4	4	3	4	4	5	5

CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.7	5.2	4.6	4.6	5.1	5.1	5.1	4.1
8	8	7	7	8	8	9	8

PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.0	2.2	2.4	2.3	2.7	2.9	2.8	2.7
3	4	4	3	4	4	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

A-1 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. OCT. 29, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
VIEW	56.7	60.1	61.2	62.8	64.8	66.9	66.2	65.9	65.5	65.8	65.4	65.2	63.0	61.8	60.2	57.4

ABC TV

AVERAGE AUDIENCE  
(HHs (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

SLEDGE HAMMER	CHARMINGS	ABC THURSDAY NIGHT MOVIE TIGHT ROPE (PAE)				
7,000	6,910	10,280				
7.9	7.8	11.6	10.8 *	11.3 *	12.3 *	12.0 *
12	12	18	16 *	17 *	20 *	20 *
8.0	7.8	10.4	11.2	11.4	12.1	11.6

CBS TV

AVERAGE AUDIENCE  
(HHs (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

TOUR OF DUTY	WISEGUY (PAE)	KNOTS LANDING				
9,570	9,480	13,110				
10.8	10.2 *	11.3 *	10.7	10.2 *	11.2 *	14.8
16	15 *	17 *	16	16 *	17 *	24
10.1	10.4	11.2	11.4	10.2	10.7	11.7

NBC TV

AVERAGE AUDIENCE  
(HHs (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

BILL COSBY SHOW	A DIFFERENT WORLD	CHEERS	NIGHT COURT	L.A. LAW		
27,730	24,540	23,740	22,150	18,610		
31.3	27.7	26.8	25.0	21.0	21.5 *	20.4 *
47	42	41	38	35	34 *	35 *
29.7	32.8	28.2	27.3	26.7	26.9	25.1

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

15.0	14.1	10.9	11.9	12.5	12.5	9.9	8.2
25	23	17	18	19	19	16	14

SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.6	2.9	2.4	3.2	2.9	2.9	1.8	1.7
8	5	4	5	4	4	3	3

PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3	3.1	3.4	3.6	2.9	3.0	2.0	1.8
4	5	5	5	4	5	3	3

CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.9	5.6	5.1	5.8	5.3	5.5	5.5	4.7
8	9	8	9	8	8	9	8

PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.9	2.2	1.9	1.9	2.9	3.1	3.1	2.4
3	4	3	3	4	5	5	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.9	54.2	54.6	54.9	55.8	57.1	57.8	58.4	60.1	60.7	60.4	59.6	56.0	54.6	53.2	51.1

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

FULL HOUSE	I MARRIED DORA	MR. BELVEDERE	PURSUIT OF HAPPINESS (PAE)	20/20 (PAE)
9,390	9,750	10,540	9,300	11,160
10.6	11.0	11.9	10.5	12.6
19	19	20	18	23
10.4	10.8	10.7	10.4	13.6
		11.2	12.0	13.2
				12.3
				11.3

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

BEAUTY & THE BEAST	DALLAS (PAE)	FALCON CREST
11,780	14,970	13,380
13.3	16.3 *	15.1
23	27 *	28 *
12.5	16.6	15.4
13.0	17.5	15.3
13.5	17.5	15.0
14.1		14.8
		14.9 *
		29 *

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

DISNEY'S DTV MONSTER HITS	MIAMI VICE	HARRY ANDERSON'S SIDESHOW
9,480	12,320	9,040
10.7	13.9	10.2
19	23	19
10.3	14.0	10.5
10.4	14.4	10.1
11.0		10.4
11.1		9.9
		10.2 *
		20 *

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	14.0	14.1	13.4	14.3	13.8	13.1	10.8	10.1
SHARE AUDIENCE %	26	26	24	25	23	22	20	19

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.3	2.8	2.7	3.0	3.0	2.9	2.6	1.7
SHARE AUDIENCE %	6	5	5	5	5	5	5	3

**PBS**

AVERAGE AUDIENCE	2.1	2.4	3.8	3.6	2.2	2.2	2.0	1.6
SHARE AUDIENCE %	4	4	7	6	4	4	4	3

**CABLE ORIG.**

AVERAGE AUDIENCE	4.7	4.5	5.3	5.8	4.9	4.7	4.3	4.3
SHARE AUDIENCE %	9	8	9	10	8	8	8	8

**PAY SERVICES**

AVERAGE AUDIENCE	1.6	1.5	2.6	2.7	3.1	3.1	3.7	3.7
SHARE AUDIENCE %	3	3	5	5	5	5	7	7

U.S. TV HOUSEHOLDS: 88,800,000

For explanation of symbols, See page B.

A-12 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 31, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	48.8	50.3	50.5	50.7	53.4	53.7	54.1	55.0	55.3	55.8	54.6	54.3	52.6	51.8	50.6	49.0	44.9	41.7

**ABC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

ABC MOVIE SPEC. THE MIDNIGHT HOUR (R)(PAE)										HOTEL (PAE)									
5,580										7,180									
6.3	5.8	*		6.5	*		6.5	*		6.5	*	8.1	7.7	*		8.6	*		
12	11	*		12	*		12	*		12	*	16	15	*		17	*		
6.0	5.7		6.2	6.8	6.5	6.5	6.4	6.6	7.4	7.9	8.5	8.7							

**CBS TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

MY SISTER SAM		EVERYTHING'S RELATIVE		← LEG WORK (PAE) →				WEST 57TH →						
5,760		4,960		4,610				6,650						
6.5		5.6		5.2	4.6	*		5.7	*	7.5	7.7	*	7.4	*
12		10		9	8	*		10	*	15	15	*	15	*
6.7	6.4	5.7	5.4	4.6	4.7	5.5	5.8	7.7	7.7	7.3	7.4			

**NBC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

227	MAMA'S BOY SPEC.		GOLDEN GIRLS		AMEN		← HUNTER →			
70	11,960		16,830		14,090		14,180			
4	13.5		19.0		15.9		16.0		15.9 *	
	25		34		29		31		30 *	
4	14.3	13.2	13.8	18.4	19.7	15.9	15.9	15.8	15.9	16.4
										16.0
										33 *

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	13.6	14.2	12.3	12.6	11.8	12.4	11.1	9.3	8.8
SHARE AUDIENCE %	27	28	23	23	21	23	21	19	20

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.1	3.4	3.3	3.2	2.7	2.5	1.5	1.6	1.9
SHARE AUDIENCE %	6	7	6	6	5	5	3	3	4

**PBS**

AVERAGE AUDIENCE	2.6	2.7	3.0	3.5	2.3	2.3	2.1	1.8	2.1
SHARE AUDIENCE %	5	5	6	6	4	4	4	4	5

**CABLE ORIG.**

AVERAGE AUDIENCE	6.8	7.2	7.8	7.5	7.0	7.1	7.2	5.9	3.6
SHARE AUDIENCE %	14	14	15	14	13	13	14	12	8

**PAY SERVICES**

AVERAGE AUDIENCE	3.2	3.4	4.1	4.4	4.4	4.6	4.6	4.2	3.8
SHARE AUDIENCE %	6	7	8	8	8	8	9	8	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-14 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 31, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	36.0	33.4	29.9	27.6	24.8	22.9	21.2	19.7	17.2	15.3	13.4	12.1	11.2	10.6

ABC TV

(1)

AVERAGE AUDIENCE	{	1,950
(Hhds (000) & %)	{	2.2
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	2.2

CBS TV

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

← SATURDAY NIGHT (11:30-12:48) (PAE) → (PAE)

AVERAGE AUDIENCE	{	6,730				
(Hhds (000) & %)	{	7.6	8.6 *	7.3 *		
SHARE AUDIENCE	%	25	25 *	25 *		
AVG. AUD. BY 1/4 HR	%	8.8	8.3	7.6	7.1	6.5

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	8.1	6.5	5.7	5.3	4.3	3.6	3.2
SHARE AUDIENCE %	23	23	24	26	26	28	29

SUPERSTATIONS

AVERAGE AUDIENCE	1.6	1.6	1.5	1.4	0.9	0.8	0.7 ^
SHARE AUDIENCE %	5	6	6	7	6	6	6 ^

PBS

AVERAGE AUDIENCE	1.8	1.3	0.9	0.8	0.5 ^	0.4 ^	0.2 ^
SHARE AUDIENCE %	5	5	4	4	3 ^	3 ^	2 ^

CABLE ORIG.

AVERAGE AUDIENCE	3.2	2.9	2.5	2.3	2.0	1.7	1.3
SHARE AUDIENCE %	9	10	11	11	12	13	12

PAY SERVICES

AVERAGE AUDIENCE	4.1	3.8	2.5	2.5	2.7	1.9	1.7
SHARE AUDIENCE %	12	13	11	12	17	15	16

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.



A-16 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. NOV. 1, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	61.2	63.1	64.2	66.0	67.7	68.0	67.8	68.4	68.0	67.0	66.1	65.1	61.6	60.4	59.0	56.4	49.4	41.9

ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	← DISNEY SUNDAY MOVIE → THE RETURN OF THE SHAGGY DOG PII				← SPENSER: FOR HIRE →				← DOLLY (PAE) →				← BUCK JAMES (PAE) →			
AVERAGE AUDIENCE	9,480				9,040				11,160				8,330			
SHARE AUDIENCE	10.7	10.1			11.3	11.2	9.3		11.0	12.6	12.6		12.7	9.4	9.5	9.4
AVG. AUD. BY 1/4 HR	17	16	*		17	15	14	*	16	19	19	*	19	16	16	17
	9.6	10.5	11.4	11.2	9.1	9.4	10.9		11.2	12.4	12.7	12.9	12.6	9.8	9.3	9.4

CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	(1) ← 60 MINUTES (7:18-8:18)(PAE) →				← MURDER, SHE WROTE (8:18-9:18)(PAE) →				← CBS SUNDAY MOVIE ECHOES IN THE DARKNESS PART 1 (9:18-11:18)(PAE) →				(2)			
AVERAGE AUDIENCE	18,960				19,400				17,810							2,920
SHARE AUDIENCE	21.4				21.9				20.1				20.3	19.9	19.7	3.3
AVG. AUD. BY 1/4 HR	33				32				33				31	32	34	10
	14.9	18.7	20.0	21.6	24.6	21.2	20.9	21.1	24.1	21.4	20.4	20.3	20.2	19.5	20.0	20.5
																3.3

NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	← OUR HOUSE →				← FAMILY TIES →				← MY TWO DAD'S →				← NBC SUNDAY NIGHT MOVIE DANGEROUS AFFECTION →			
AVERAGE AUDIENCE	12,850				18,610				15,950				14,530			
SHARE AUDIENCE	14.5	13.4	*		15.5	21.0			18.0				16.4	15.4	16.3	16.9
AVG. AUD. BY 1/4 HR	23	22	*		24	31			26				26	23	25	28
	12.4	14.4	15.2	15.9	19.5	22.5	18.6	17.4	14.9	15.9	16.4	16.2	16.7	17.0	17.3	17.0
																16.7

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.6	13.9	11.5	12.2	10.2	10.2	9.1	7.7	5.0
SHARE AUDIENCE %	24	21	17	18	15	16	15	13	11

SUPERSTATIONS

AVERAGE AUDIENCE	3.8	3.6	3.6	4.0	3.1	3.1	2.9	2.4	1.1
SHARE AUDIENCE %	6	6	5	6	5	5	5	4	2

PBS

AVERAGE AUDIENCE	1.9	2.0	3.1	4.2	2.4	2.5	1.7	1.2	1.3
SHARE AUDIENCE %	3	3	5	6	4	4	3	2	3

CABLE ORIG.

AVERAGE AUDIENCE	4.2	4.4	3.9	4.2	4.7	4.7	3.8	3.5	2.8
SHARE AUDIENCE %	7	7	6	6	7	7	6	6	6

PAY SERVICES

AVERAGE AUDIENCE	3.3	3.3	4.0	4.3	6.8	7.3	7.4	6.1	3.9
SHARE AUDIENCE %	5	5	6	6	10	11	12	11	9

U.S. TV HOUSEHOLDS: 88,600,000  
(1) CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES.(PAE),CBS.(MULTI SEGMENT)  
(2) CBS SUNDAY NEWS-OBGOOD,(PAE),CBS.(11:18-11:33)

For explanation of symbols, See page B.

A-19 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. NOV. 1, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	34.4	28.6	23.9	21.0	18.7	16.6	14.6	13.4	12.1	11.4	9.7	8.5	7.5	6.8				

ABC TV

(1)

AVERAGE AUDIENCE	{	1,770
(Hhds (000) & %)	{	2.0
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	2.0

CBS TV

(2)

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	3.4

(3)

350 ^
0.4 ^
4 ^
0.4 ^

NBC TV

(4) (PAE)

AVERAGE AUDIENCE	{	1,770
(Hhds (000) & %)	{	2.0
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	2.0

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.1	4.3	3.4	2.5	2.0	1.4	1.1
SHARE AUDIENCE %	16	19	19	18	17	15	15

SUPERSTATIONS

AVERAGE AUDIENCE	1.1	1.1	1.0	0.7 ^	0.6 ^	0.4 ^	0.3 ^
SHARE AUDIENCE %	3	5	6	5 ^	5 ^	4 ^	4 ^

PBS

AVERAGE AUDIENCE	1.2	0.6 ^	0.3 ^	0.2 ^	0.2 ^	0.1 v	<<
SHARE AUDIENCE %	4	3 ^	2 ^	1 ^	2 ^	1 v	<<

CABLE ORIG.

AVERAGE AUDIENCE	2.5	1.8	1.6	1.3	1.3	1.2	0.9
SHARE AUDIENCE %	8	8	9	9	11	13	13

PAY SERVICES

AVERAGE AUDIENCE	3.3	3.0	2.6	2.1	1.9	1.7	1.6
SHARE AUDIENCE %	10	13	15	15	16	19	23

- U.S. TV HOUSEHOLDS: 88,600,000
- (1) ABC WEEKEND REPORT-SUN. ABC, (11:30-11:45)
  - (2) CBS SUNDAY NEWS-OSGOOD, CBS, (11:18-11:33)
  - (3) CBS NEWS NIGHTWATCH-1 (6) (PAE), CBS, (2:00-2:15)
  - (4) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

## A-20 Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 26-30, 1987

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.3	10.5	13.3	16.4	19.5	21.7	21.9	22.0	22.0	22.1	21.8	21.4	21.6	22.0	21.8	21.8	21.2	21.5

ABC TV		(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	{		1,400		2,340	4,240	4,180
SHARE AUDIENCE	%		1.6		2.6	4.8	4.7
AVG. AUD. BY 1/4 HR	%		15		16	21	22
	%		1.6		2.6	4.8	4.6

CBS TV		CBS MORNING NEWS- 6:30AM	CBS MORNING NEWS- 7:00AM	MORNING PROGRAM						\$25,000 PYRAMID
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,170	2,130	2,110						3,150
SHARE AUDIENCE	%	1.3	2.4	2.4	2.2 *	2.3 *	2.6 *			3.6
AVG. AUD. BY 1/4 HR	%	11	12	11	10 *	11 *	12 *			17
	%	1.3	1.4	2.3	2.5	2.3	2.4	2.5	2.7	3.4
										3.7

NBC TV		NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,980	4,220	3,880	2,460
SHARE AUDIENCE	%	2.2	4.8	4.4	2.8
AVG. AUD. BY 1/4 HR	%	20	21	20	13
	%	1.8	4.8	4.5	2.7
		2.6	4.7	4.3	2.9

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.9	4.3	6.4	6.6	5.9	5.4	4.5	4.3	4.5
SHARE AUDIENCE %	20	29	31	30	27	25	21	20	21

## SUPERSTATIONS

AVERAGE AUDIENCE	0.6	1.4	1.8	1.7	1.5	1.6	1.2	1.1	1.2
SHARE AUDIENCE %	7	10	9	8	7	7	5	5	5

## PBS

AVERAGE AUDIENCE	0.1	0.2	0.4	0.7	0.9	1.1	1.4	1.2	1.0
SHARE AUDIENCE %	1	1	2	3	4	5	6	6	5

## CABLE ORIG.

AVERAGE AUDIENCE	1.0	1.3	1.9	2.1	2.1	2.1	1.9	2.0	2.1
SHARE AUDIENCE %	11	9	9	10	10	10	9	9	10

## PAY SERVICES

AVERAGE AUDIENCE	0.8	0.9	1.0	1.2	1.2	1.2	1.2	1.0	1.1
SHARE AUDIENCE %	8	8	5	6	5	5	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)  
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

A-22 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 26-30, 1987

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	21.3	21.3	21.0	21.4	21.8	22.4	23.8	24.7	25.4	26.4	27.7	28.4	27.7	27.8	27.1	27.3	27.4	28.3

**ABC TV**

		WHO'S THE BOSS? M-F	MR. BELVEDERE- M-F	RYAN'S HOPE	LOVING	←ALL MY CHILDREN→	←ONE LIFE TO LIVE (PAE)→											
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,920	2,220	2,450	3,530	6,680	6,690											
SHARE AUDIENCE %	%	3.3	2.5	2.8	4.0	7.5	7.1 *	7.9	* 7.6	7.3 *	7.7 *							
AVG. AUD. BY 1/4 HR	%	16	11	11	15	27	25 *	28	* 27	26 *	28 *							
		3.2	3.4	2.4	2.6	2.9	3.9	4.1	6.8	7.5	7.9	7.9	7.3	7.3	7.6	7.8		

**CBS TV**

		NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)	←YOUNG AND THE RESTLESS→	BOLD AND THE BEAUTIFUL	←AS THE WORLD TURNS (PAE)→											
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,910	4,610	5,690	6,560	4,340	5,440											
SHARE AUDIENCE %	%	3.3	5.2	6.4	7.4	7.1 *	6.1	6.0 *	6.2 *									
AVG. AUD. BY 1/4 HR	%	15	25	29	29	* 18	22	22 *	22 *									
		3.2	3.4	4.9	5.6	6.3	6.5	6.8	7.4	7.7	7.7	4.9	4.9	6.1	6.0	6.2	6.2	

**NBC TV**

		CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW	SUPER PASSWORD	SCRABBLE	←DAYS OF OUR LIVES→	←ANOTHER WORLD (PAE)→										
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,780	4,640	3,070	2,480	3,190	5,790	4,160										
SHARE AUDIENCE %	%	3.1	5.2	3.5	2.8	3.6	6.5	6.3 *	6.7 *	4.7 *	4.7 *							
AVG. AUD. BY 1/4 HR	%	15	24	16	12	14	23	23 *	24 *	17 *	17 *							
		3.0	3.2	5.1	5.4	3.4	3.5	3.7	6.1	6.5	6.6	6.8	5.0	4.5	4.6	4.7		

**INDEPENDENTS (INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	4.5	3.8	3.8	4.2	5.2	5.0	5.3	5.9	6.0
SHARE AUDIENCE %	21	18	17	17	20	18	19	22	21

**SUPERSTATIONS**

AVERAGE AUDIENCE	1.2	1.2	1.2	1.3	1.6	1.3	1.4	1.5	1.5
SHARE AUDIENCE %	6	6	5	6	6	5	5	5	6

**FBS**

AVERAGE AUDIENCE	0.8	0.5	0.4	0.5	0.5	0.6	0.6	0.5	0.6
SHARE AUDIENCE %	4	2	2	2	2	2	2	2	2

**CABLE ORIG.**

AVERAGE AUDIENCE	2.1	2.1	2.2	2.1	2.2	2.4	2.5	2.8	2.7
SHARE AUDIENCE %	10	10	10	8	8	8	9	10	10

**PAY SERVICES**

AVERAGE AUDIENCE	1.0	0.9	0.9	0.9	0.9	1.0	0.9	1.0	1.0
SHARE AUDIENCE %	5	4	4	4	4	3	3	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-24 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 26-30, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	28.0	28.7	29.4	30.3	30.8	33.2	35.4	37.3	39.4	42.1	44.3	46.9	52.9	55.1	56.8	58.2

**ABC TV**

← GENERAL HOSPITAL →

ABC WORLD  
NEWS TONIGHT

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 6,980  
7.9 7.7 \* 8.0 \*  
% 27 27 \* 27 \*  
% 7.7 7.7 8.0 8.0

10,050  
11.3  
20  
11.0 11.6

**CBS TV**

← GUIDING LIGHT  
(PAE) →

CBS EVENING  
NEWS-RATHER

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 5,120  
5.8 5.7 \* 5.8 \*  
% 20 20 \* 19 \*  
% 5.7 5.7 5.8 5.8

11,000  
12.4  
22  
12.3 12.5

**NBC TV**

← SANTA BARBARA → (PAE)

NBC NIGHTLY  
NEWS

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 4,220  
4.8 4.5 \* 5.0 \*  
% 16 16 \* 17 \*  
% 4.5 4.6 5.0 5.0

9,830  
11.1  
20  
11.1 11.8

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.5 6.9 7.7 9.1 10.8 11.3 14.1 15.9  
23 23 24 25 26 25 26 28

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.9 1.8 1.9 2.3 2.4 2.3 2.8 3.4  
7 6 6 6 6 5 5 6

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.6 0.7 0.9 1.0 1.2 1.3 1.5 1.7  
2 2 3 3 3 3 3 3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0 3.4 3.6 4.0 4.1 4.6 4.3 4.9  
11 11 11 11 10 10 8 9

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.2 1.1 1.1 1.1 1.4 1.4 1.7 1.9  
4 4 4 3 3 3 3 3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	9.2	11.0	12.6	14.8	17.6	19.9	22.0	23.4	25.4	27.3	27.8	28.0	27.8	27.8	27.6	28.2	28.0	27.6

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

CARE BEAR FAMILY	LITTLE CLOWNS- HAPPYTOWN	MY PET MONSTER	ALL NEW POUND PUPPIES	LITTLE WIZARDS	REAL GHOSTBUSTERS	FLINTSTONE KIDS
2,130	2,660	3,900	3,720	4,080	4,430	3,540
2.4	3.0	4.4	4.2	4.6	5.0	4.0
13	13	17	15	17	18	14
2.3	2.5	2.8	3.2	4.1	4.4	4.5

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
2,390	3,990	4,250	4,520	5,490	3,990	3,460
2.7	4.5	4.8	5.1	6.2	4.5	3.9
14	19	18	18	22	16	14
2.5	2.9	4.3	4.6	5.1	5.1	6.0

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	FRAGGLE ROCK	ALVIN AND THE CHIPMUNKS	ALF-SAT MORN (PAE)
3,720	4,870	5,670	5,940	4,780	4,340	4,780
4.2	5.5	6.4	6.7	5.4	4.9	5.4
22	24	24	24	19	18	19
3.6	4.7	5.1	5.8	6.1	5.0	4.9

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.8	4.0	4.8	5.4	5.3	5.6	6.1	7.3	7.2
28	29	26	24	20	20	22	26	26

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.9	1.2	1.7	2.0	1.4	1.3	1.6	2.2	2.1
9	9	9	9	5	5	6	8	8

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.1	0.3	0.6	0.7	1.0	1.1	0.7	1.0	1.2
1	2	3	3	4	4	3	4	4

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.2	2.7	2.6	2.9	3.6	4.1	4.1	4.2	4.4
22	20	14	13	14	15	15	15	16

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3	1.3	1.4	1.7	1.7	1.8	1.5	1.6	2.0
13	9	7	7	6	6	5	6	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



A-28 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 31, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.0	28.1	28.0	29.3	28.4	28.7	28.7	29.1	28.8	29.1	28.5	28.5	29.6	30.0	29.7	30.7	31.6	32.2

## ABC TV

		BUGS BUNNY & TWEETY SHOW	ANIMAL CRACK-UPS	HEALTH SHOW	(1)										(2)		(3)	
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,900	2,840	1,510	1,150										2,040	5,050		
SHARE AUDIENCE %	%	4.4	3.2	1.7	1.3										2.3	5.7		3.7 *
AVG. AUD. BY 1/4 HR	%	16	11	6	4										8	15		12 *
	%	4.2	4.6	3.1	3.2	1.7	1.6	1.2	1.3						2.4	2.9	3.3	4.1

## CBS TV

		TEEN WOLF	CBS STORYBREAK WITCH CAT	KIDD VIDEO														
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,010	3,190	2,390									4,250					
SHARE AUDIENCE %	%	3.4	3.6	2.7									4.8	4.2 *		4.3 *		4.9 *
AVG. AUD. BY 1/4 HR	%	12	13	9									15	14 *		14 *		15 *
	%	3.3	3.4	2.7	2.8								4.2	4.2	4.1	4.5	4.8	5.0

← CBS COLLEGE FOOTBALL GAME PITTSBURGH VS SYRACUSE (2:38-5:47) (PAE)

## NBC TV

		NEW ARCHIES	FOOFUR (PAE)	I'M TELLING														
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,630	2,840	1,950									1,860					
SHARE AUDIENCE %	%	4.1	3.2	2.2									2.1	1.7 *		2.1 *		2.5 *
AVG. AUD. BY 1/4 HR	%	15	11	8									7	6 *		7 *		8 *
	%	4.1	4.0	3.3	3.2	2.1	2.3						1.6	1.8	1.9	2.2	2.3	2.7

← PBA FALL TOUR → SPORTSWORLD-SAT (3:30-5:30)

## INDEPENDENTS (INCL. SUPERSTATIONS)

		7.4	7.1	8.2	8.8	9.5	9.7	9.8	9.5	10.5
AVERAGE AUDIENCE		26	25	29	30	33	34	33	31	33
SHARE AUDIENCE %										

## SUPERSTATIONS

		2.1	2.0	2.3	2.2	2.1	1.9	1.7	1.6	1.8
AVERAGE AUDIENCE		8	7	8	8	7	7	6	5	6
SHARE AUDIENCE %										

## PBS

		1.3	1.1	1.3	1.5	1.5	1.6	1.9	2.0	1.6
AVERAGE AUDIENCE		5	4	5	5	5	6	6	7	5
SHARE AUDIENCE %										

## CABLE ORIG.

		4.6	5.0	5.0	5.4	5.2	4.7	4.8	5.1	6.0
AVERAGE AUDIENCE		16	17	17	19	18	16	16	17	19
SHARE AUDIENCE %										

## PAY SERVICES

		2.3	2.9	3.0	2.8	2.7	2.5	2.6	3.1	2.4
AVERAGE AUDIENCE		8	10	10	10	9	9	9	10	8
SHARE AUDIENCE %										

U.S. TV HOUSEHOLDS: 88,600,000

- (1) ABC WEEKEND SPECIALS (B), CAP'N R. MEETS DR. JEKYLL & MR. HYDE, (PAE), ABC, (1:00-1:30), (R)  
(2) ABC COLLEGE FOOTBALL-PRE, (PAE), ABC, (3:00-3:26)  
(3) ABC COLLEGE FOOTBALL-GAME, UCLA VS AR ST/MICH ST VS OHIO ST, (PAE), ABC, (3:26-6:44)

For explanation of symbols, See page B.

## A-30 Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 31, 1987

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	32.4	33.4	33.4	34.1	34.8	36.7	37.9	39.5	43.6	45.6	47.0	48.2

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

ABC COLLEGE FOOTBALL-GAME UCLA VS AR ST/MICH ST VS OHIO ST (3:26-6:44)(PAE)												
		5.4 *		5.3 *		5.5 *		6.6 *		7.5 *	5,320	(1)
		16 *		16 *		15 *		17 *		17 *	6.0	
	5.0	5.7	5.4	5.2	5.4	5.6	6.0	7.1	7.6	7.5	5.8	6.0

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

CBS COLLEGE FOOTBALL GAME PITTSBURGH VS SYRACUSE (2:38-5:47)(PAE)												
		4.3 *		4.6 *		5.6 *		4,430		6,560		
		13 *		14 *		16 *		5.0		7.4		
	4.5	4.2	4.4	4.8	5.4	5.7	5.9	5.0		15		
										7.1	7.7	

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

SPORTSWORLD-SAT (3:30-5:30)												
		3.0 *		3.6 *		3.6 *				8,770		
		9 *		11 *		10 *				9.9		
	3.2	2.8	3.3	3.9	3.7	3.5				20		
										9.6	10.2	

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

10.9		11.1		11.9		13.7		13.5		14.2
33		33		33		35		30		30

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.2		2.3		2.7		3.4		3.6		3.8
7		7		8		9		8		8

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8		2.0		2.0		2.3		2.2		2.2
5		6		6		6		5		5

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.5		5.0		5.2		5.2		5.9		6.1
17		15		15		13		13		13

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.4		2.6		2.2		2.1		2.3		2.7
7		8		6		5		5		6

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC COLLEGE FOOTBALL-POST.(PAE),ABC,(8:44-7:00)  
(2) CBS COLLEGE FOOTBALL POST.(PAE),CBS,(5:47-6:00)

For explanation of symbols, See page B.

A-32 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 1, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.9	9.1	10.4	11.7	13.8	16.1	18.2	19.7	22.0	23.0	24.6	26.0	26.4	27.7	27.6	28.3	28.5	28.8

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

NEW YORK CITY MARATHON  
(10:30-1:30)

2,480  
2.8 1.8 \* 2.3 \*  
9 6 \* 8 \*  
1.8 1.9 2.3 2.3

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

SUNDAY MORNING

FACE THE NATION

FOR OUR TIMES  
(SUS)

3,460  
3.9 3.3 \* 4.2 \*  
15 14 \* 16 \*  
3.1 3.5 4.2 4.1 4.1 4.2  
1,950  
2.2  
15 \* 8  
2.3 2.1

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,240  
1.4 1.2 \* 1.3 \* 1.6 \* 1.8  
7 7 \* 7 \* 7  
1.2 1.2 1.3 1.3 1.5 1.6 1.8 1.8

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.7 3.9 5.7 7.1 7.3 8.6 9.0 9.6 10.0  
32 35 38 38 32 34 33 34 35

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.4 1.0 1.9 2.2 1.9 2.4 2.4 2.4 2.8  
5 9 13 12 8 9 9 9 10

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.2 0.5 0.8 1.4 1.8 1.7 1.6 1.4 1.6  
2 5 5 7 8 7 6 5 6

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3 2.0 3.1 4.0 4.7 5.4 5.8 5.8 5.3  
15 18 21 21 21 21 21 21 19

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7 1.9 1.8 2.0 2.4 2.7 3.0 3.3 3.1  
20 17 12 11 11 11 11 12 11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

DAY SUN. NOV. 1, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.8	29.1	29.8	31.4	33.1	34.8	36.4	37.7	38.4	39.3	39.5	39.6	39.2	40.0	40.5	41.0	41.7	42.4

## ABC TV

**AVERAGE AUDIENCE**  
(Hhlds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

NEW YORK CITY MARATHON (10:30-1:30)										THIS WEEK DAVID BRINKLEY(B)				BUSINESS WORLD				
	2.6	★		2.8	★		3.6	★		3.8	1,330		1.5		1.4	620	▲	
	9	★		9	★		10	★		10	4		4	★	3	2	0.7	▲
2.6	2.6		2.7	3.0		3.2	3.9		4.0	3.5	1.7	1.6	1.5		1.3	0.8	0.6	▲

## CBS TV

**AVERAGE AUDIENCE**  
(Hhds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

CBS NFL	TODAY	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)												
5.050		10.990												
5.7		12.4	10.9 *		12.5 *		13.1 *		12.8 *		12.3 *		12.8 *	
17		31	29 *		32 *		33 *		32 *		30 *		30 *	
5.2	6.2	10.6	11.4	12.3	12.9	12.6	13.2	12.9	12.6	12.7	11.9	12.6	11.9	

NBC TV

**AVERAGE AUDIENCE**  
(Hhlds (000) & %)  
**SHARE AUDIENCE**  
**AVG. AUD. BY 1/4 HR**

NFL LIVE				NFL SINGLE VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)									
4,080		12,490											
4.6		14.1	10.1 *	13.0 *		13.8 *		14.0 *		15.5 *		17.0 *	
14		35	27 *	34 *		35 *		35 *		38 *		40 *	
4.1	5.0	9.0	11.2	12.6	13.3	13.9	13.7	13.1	15.4	15.9	16.6	17.7	

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

10.1 35	10.6 35	12.2 36	10.4 28	9.8 25	10.6 27	10.7 27	10.6 26	11.2 27
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## SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST&lt;/</i>		

2.8	3.0	3.6	2.7	2.3	2.5	2.5	2.7	2.7
10	10	11	7	6	8	6	7	6

**PBS**

	AVERAGE AUDIENCE
	SHARE AUDIENCE %

1.4 5	1.0 3	1.0 3	0.9 2	0.9 2	0.9 2	0.8 2	0.7 2	0.9 2
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**CABLE ORIG.**

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1.0	1.0
2	1.0	1.0
3	1.0	1.0
4	1.0	1.0
5	1.0	1.0
6	1.0	1.0
7	1.0	1.0
8	1.0	1.0
9	1.0	1.0
10	1.0	1.0
11	1.0	1.0
12	1.0	1.0
13	1.0	1.0
14	1.0	1.0
15	1.0	1.0
16	1.0	1.0
17	1.0	1.0
18	1.0	1.0
19	1.0	1.0
20	1.0	1.0
21	1.0	1.0
22	1.0	1.0
23	1.0	1.0
24	1.0	1.0
25	1.0	1.0
26	1.0	1.0
27	1.0	1.0
28	1.0	1.0
29	1.0	1.0
30	1.0	1.0
31	1.0	1.0
32	1.0	1.0
33	1.0	1.0
34	1.0	1.0
35	1.0	1.0
36	1.0	1.0
37	1.0	1.0
38	1.0	1.0
39	1.0	1.0
40	1.0	1.0
41	1.0	1.0
42	1.0	1.0
43	1.0	1.0
44	1.0	1.0
45	1.0	1.0
46	1.0	1.0
47	1.0	1.0
48	1.0	1.0
49	1.0	1.0
50	1.0	1.0
51	1.0	1.0
52	1.0	1.0
53	1.0	1.0
54	1.0	1.0
55	1.0	1.0
56	1.0	1.0
57	1.0	1.0
58	1.0	1.0
59	1.0	1.0
60	1.0	1.0
61	1.0	1.0
62	1.0	1.0
63	1.0	1.0
64	1.0	1.0
65	1.0	1.0
66	1.0	1.0
67	1.0	1.0
68	1.0	1.0
69	1.0	1.0
70	1.0	1.0
71	1.0	1.0
72	1.0	1.0
73	1.0	1.0
74	1.0	1.0
75	1.0	1.0
76	1.0	1.0
77	1.0	1.0
78	1.0	1.0
79	1.0	1.0
80	1.0	1.0
81	1.0	1.0
82	1.0	1.0
83	1.0	1.0
84	1.0	1.0
85	1.0	1.0
86	1.0	1.0
87	1.0	1.0
88	1.0	1.0
89	1.0	1.0
90	1.0	1.0
91	1.0	1.0
92	1.0	1.0
93	1.0	1.0
94	1.0	1.0
95	1.0	1.0
96	1.0	1.0
97	1.0	1.0
98	1.0	1.0
99	1.0	1.0
100	1.0	1.0

5.7	5.9	4.7	4.1	4.1	3.8	4.2	4.3	4.2
20	19	14	11	11	10	11	11	10

## PAY SERVICES

PROGRAM	VIEWERS*	AVERAGE AUDIENCE		RANK
		SHARE	AUDIENCE %	
60 MIN. FOOTBALL	1,000,000	10.0	10.0	1
60 MIN. BASKETBALL	800,000	8.0	8.0	2
60 MIN. HOCKEY	600,000	6.0	6.0	3
60 MIN. TENNIS	400,000	4.0	4.0	4
60 MIN. GOLF	300,000	3.0	3.0	5
60 MIN. BASEBALL	200,000	2.0	2.0	6
60 MIN. VOLLEYBALL	100,000	1.0	1.0	7
60 MIN. RUGBY	50,000	0.5	0.5	8
60 MIN. CRICKET	25,000	0.25	0.25	9
60 MIN. OTHER	10,000	0.1	0.1	10

3.2	3.1	2.8	2.1	1.9	1.7	1.6	1.5	1.5
11	10	8	6	5	4	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-36 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 1, 1987

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	42.8	43.0	42.6	42.8	43.3	44.8	45.7	46.8	49.9	52.6	54.3	56.3						

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 1,510  
1.7  
4  
1.1

1.2 \*  
3 \*  
1.3

1.5

1.6 \*  
4 \*  
1.7

1.9

1.9 \*  
4 \*  
1.9

2.0

2.0 \*  
4 \*  
2.0

2.0

2.0 \*  
4 \*  
2.0

2.0

2.0 \*  
4 \*  
2.0

2.0

2.0 \*  
4 \*  
2.0

2.0

2.0 \*  
4 \*  
2.0

2.0

2.0 \*  
4 \*  
2.0

2.0

NISSAN INDY CHALLENGE

ABC WORLD NEWS  
TONIGHT-SUN  
(PAE)

5,490

6.2

11

6.0

6.4

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 10,370  
11.7  
24  
7.1

10.7 \*  
25 \*  
10.7

10.5

10.7 \*  
25 \*  
10.8

11.5

11.6 \*  
26 \*  
11.8

11.0

11.0 \*  
24 \*  
10.9

11.2

11.5 \*  
22 \*  
11.6

12.2

12.5 \*  
23 \*  
13.0

13.0

13.0 \*  
23 \*  
13.0

13.0

13.0 \*  
23 \*  
13.0

13.0

13.0 \*  
23 \*  
13.0

13.0

(1)

CBS NFL FOOTBALL GAME 2  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)

(2)

NBC NIGHTLY  
NEWS-SUN

6,650

7.5

13

7.3

7.8

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 15.4 \*  
36 \*  
15.3

15.4 \*  
36 \*  
15.3

15.3

15.4 \*  
36 \*  
15.3

15.3

15.4 \*  
36 \*  
15.3

15.3

15.4 \*  
36 \*  
15.3

15.3

15.4 \*  
36 \*  
15.3

15.3

15.4 \*  
36 \*  
15.3

15.3

15.4 \*  
36 \*  
15.3

15.3

15.4 \*  
36 \*  
15.3

15.3

15.4 \*  
36 \*  
15.3

15.3

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

11.5  
27

12.5  
29

12.2  
28

12.8  
28

12.6  
25

13.6  
25

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.6  
6

3.2  
7

3.1  
7

3.0  
6

3.1  
6

3.4  
6

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3  
3

1.5  
4

1.6  
4

1.9  
4

1.9  
4

1.8  
3

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.9  
11

5.3  
12

5.0  
11

5.5  
12

4.7  
9

5.2  
9

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8  
4

2.0  
5

2.4  
5

2.6  
6

3.3  
6

3.5  
6

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NFL FOOTBALL GAME 1, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)

(2) NFL SINGLE, VARIOUS TEAMS AND TIMES, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.